

CHEMIST & DRUGGIST

the newsweekly for pharmacy

May 20, 1989



Clean Up Britain!

This is exactly the kind of man you need to get rid of the germs that cause skin diseases. Cidal is a soap that is so effective it's used by the British Royal Family.

But even on vacation in the mountains of the Alps, Cidal is used in the cleanest hotels in the world. Cidal is used in the most effective hospitals in the world.

No soap is more effective than Cidal in cleansing the skin from the dirt and germs that cause skin diseases. Cidal is a soap that is so effective it's used by the British Royal Family.

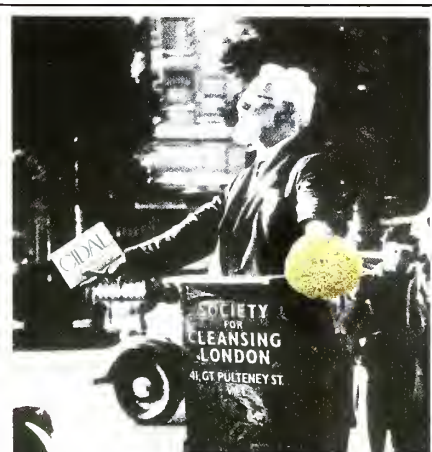
No soap is more effective than Cidal in cleansing the skin from the dirt and germs that cause skin diseases. Cidal is a soap that is so effective it's used by the British Royal Family.

Cidal have recruited another two "front" men to add to the already impressive force selling Cidal hard to a receptive public!

Queen Victoria and Richard the Lionheart gave a right royal push to last year's campaign, ramming home the message that no soap is more effective than Cidal in cleansing the skin, but that at the same time, it is both kind on the face and on the body.

Now, and right through to the end of this year, Oliver Cromwell, "Old Knoll" and the great Lord Protector

MEET THE LATEST RECRUITS TO OUR SALES FORCE.



Clean Up Britain!

These seriously committed cleanliness will tell you that's no ordinary soap box to be on the one in which Cidal gets delivered.

No soap is more effective than Cidal in cleansing the skin from the dirt and germs that cause skin diseases. Cidal is a soap that is so effective it's used by the British Royal Family.

himself, will be lending his considerable (and puritanical) weight to the argument, ably assisted by one of the most committed tub-thumpers we could press-gang into our service.

These two advertisements are destined to create impact.

And, as over 90% of Cidal sales go through chemists, you should grab the opportunity to clean up in Britain yet again through this "Clean Up Britain" campaign.

Cidal.

May the Sales Force be with you!

PGC discount inquiry for '90-91 scales

Training pack for residential homes

Top retailer slams pessimists

Society seeks action on counterfeits



Holiday health in the bag

The scalp problems won't come back.
But your customers will.



For scalp conditions like psoriasis, dermatitis and dandruff, coal tar shampoos are a very effective treatment. But they're not the sort of shampoo most people would want to use a moment longer than necessary. Until now, that is.

Alphosyl Shampoo is different. It has all the strength of coal tar, but no unpleasant coal tar smell. It doesn't stain the skin, or clothes, or the bath.

Instead, its lightly fragranced formula leaves the hair shiny and easy to manage. So much so that when the problem has cleared up, customers are likely to come bouncing back for more.

That means guaranteed business for you, because Alphosyl Shampoo will be available solely through pharmacies. We think you'll agree that as a specialist shampoo for professional recommendation, it belongs exclusively on your counter.

Stafford Miller Ltd, Hatfield, Herts. AL10 0NZ

ALPHOSYL
S H A M P O O

With the fragrance and
appeal of a cosmetic shampoo.

CHEMIST & DRUGGIST

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COMMENT

No-one can deny that continuing education for pharmacists is a Good Thing, but does it give value for money?

The difficulty of measuring something so intangible occupied the minds of pharmacy course organisers during a recent "Pharmacy 2000" seminar (last week, p832). It was pointed out that, because taxpayers' money was involved, the amounts spent would eventually come under scrutiny and the profession would need to justify its case. Although pharmacists going on courses are still out of pocket as far as time and locum expenses are concerned, the Department of Health has more than doubled its continuing education allocation in the past two years.

But how does one assess the effect of courses on competence to practise? By asking participants to fill in a "before" and "after" questionnaire? And another questionnaire a year later to see how much knowledge has been retained? By comparing the knowledge of pharmacists who have been on courses with those who haven't? This might put people off altogether.

Ultimately, it is the consumer who benefits from pharmacists keeping up to date. One "Pharmacy 2000"

speaker suggested setting up a consumer panel and asking members to comment regularly on the service their pharmacist was providing.

The meeting recommended that an evaluation programme should include course organisers' evaluation plus external audit by experts.

Maybe the new training packages on patient medication records and services to residential homes, when they eventually get off the ground, will provide some concrete evidence that continuing education gives value for money. Here training is the key to providing an essential community care service — and one that is to be remunerated into the bargain. Recognising this "added value" to the consumer by means of financial reward might also encourage greater participation in continuing education. Such recognition would undoubtedly help remove any objection to formal assessment and would be a tangible addition to the status boost of "extra letters". The mechanics of direct payment to a community pharmacist rather than a contracted pharmacy would be complicated but would encourage the pursuit of excellence in a meaningful way.

Scottish discount inquiry results delayed

The Pharmaceutical General Council in Scotland is claiming a victory in getting any implementation of the results of a new discount inquiry delayed until April next year at the earliest.

The newly confirmed chairman of the PGC, Graeme Millar (see p894), said a discount survey is to take place during the current year with the results available by next April. "The idea of a discount survey is a carry over from the old remuneration arrangements," Mr Millar said after the first meeting of the new PGC on May 10.

"The results were to have been implemented on April 1 this

year. However, we have managed to agree with the Scottish Home and Health Department that there will be no implementation before April 1990, and under no circumstances will any implementation be retrospective," he said.

The PGC has also succeeded in increasing the amount of Government money available for patient medication record schemes and residential home services from £327,000 to £360,000.

The money is likely to be available around September, but Mr Millar said this agreed amount was finite for the current year. "If

a contractor applies for an allowance in the eleventh month and the money runs out, he will have to hold on until the next year. Any shortfall in payments will similarly not be carried over."

Negotiations on the uplift in the global sum for 1990-91 will begin next month. "This will be the time to lay down our markets as to where we think we are going following the abolition of the cost-plus contract."

Mr Millar sees hard bargaining ahead. "We will be involved in a trade union style of negotiation and it is our job to make sure we get as much out of the Government as possible."

Assurance on hospital role

There is no intention to diminish the role of hospital pharmacists despite the current climate of competitive tendering in hospitals, the Executive of the Royal Pharmaceutical Society's Scottish Department has been assured by Malcolm Rifkind, Secretary of State for Scotland.

The assurance came in a reply to a letter from the Executive expressing concern over reported moves to increase competitive tendering for hospital pharmaceutical services. The reply was presented to the Executive at its April meeting in Edinburgh.

The Executive is still worried that the projected £4m annual saving to the health service in Scotland mentioned in the NHS circular "Health Services Management — the way forward for hospital pharmaceutical services" may be over optimistic.

It appears the saving is expected to come from implementation of formulary systems as part of the development of clinical pharmacy. The figure represents about 10 per cent of the current annual medicines bill for Scotland.

The Executive sought clarification as to whether the projected annual saving of £4m is to be made entirely by a 10 per cent reduction in the medicines bill or whether the figure includes savings arising from reduced "hotel" expenses to the health service resulting from more efficient treatment and a

concomitant reduction in the length of hospital stay. The Executive was still also concerned that those hospitals that had already made savings resulting from the implementation of clinical pharmacy may have reduced scope for further savings. In these cases the Executive felt the expectation of health boards for further savings may be unrealistically high.

It was agreed to send a further letter to the Scottish Home and Health Department expressing these concerns and seeking further clarification on the projected savings.

The Executive welcomed the Department of Health statement that despite the proposed drug budgets for GPs there need be no

fear of money for medicines running out. The statement is contained in the first of the Scottish working papers dealing with the implications of the Government White Paper "Working for patients" which the Executive considered at its April meeting.

The Executive supported moves suggested to improve prescribing practices and stressed the value of pharmacists' advice which might be given to local drug and therapeutic committees, in the development of local formularies and through development of systems such as G-Pass. The Executive stressed that pharmacists are well placed to advise on medicine costs in health and promotion.

The long shot...

On-pack promotions have been keeping staff busy at the Advertising Standards Authority recently.

They have dealt with four cases in six months, and the latest, published last week, illustrated the kind of marketing zeal they are sometimes required to rule on.

The ASA received an objection about an on-pack promotion entitled "Win £1 Million". It included two lists of ten Olympic records. Competitors were invited to rank

the two lists separately in terms of the length of time they believed the record would last. A prize of £1m was offered to the reader whose lists appeared in exactly the same order as that of two panels of judges.

The authority has not ruled against the promotion because it had already gone into production and Duracell have undertaken not to repeat it in the same format.

Why? The complainant worked out that the chances of winning were in the region of 13 billion to one.

Tricyclic use in elderly queried

There is scant direct evidence that tricyclic antidepressants — often a GP's first choice when faced with a depressed patient — are effective in the elderly, according to the *Drug and Therapeutics Bulletin*.

The *Bulletin*, published by the Consumers' Association, says that early trials specifically excluded elderly subjects, or did not report the number included, leading to the assumption that the drugs could be used to treat depressed adults of any age.

The *Bulletin* says that depression is difficult to diagnose in the elderly, while treatment with drugs is also more difficult because the elderly are less able to tolerate the side-effects. It urges doctors to monitor closely patients with a history of heart disease and all patients every two to four weeks for adverse effects.

■ In a review of flumazenil, the first benzodiazepine antagonist, the *Bulletin* says that its short-acting nature means a risk of a return to sedation when used after minor procedures.

"In view of its cost, clear evidence of overall benefit is needed to justify routine use," the *Bulletin* says.

In overdose cases, the *Bulletin* says that flumazenil does not appear to improve the outcome, but may help to clarify the diagnosis and avoid the need for ventilatory support when benzodiazepines are contributory to severe respiratory depression.

Tranquilliser solutions

Mr David Mellor, the Health Minister, responded in the Commons on Monday to demands for the promotion of alternatives to the prescribing of benzodiazepines.

He said the Department was financing a conference on developing counselling in primary care, and funding the National Association for Mental Health (MIND) to develop a directory of services for people with benzodiazepine-related problems.

Central funding had also been made available to provide a revised version of a leaflet for the public and professionals giving information on benzodiazepine usage and alternative strategies.

Clarke looks for further drug bill cuts

The Government is looking to the wider use of information technology to check further growth in the NHS's £2bn a year drug bill.

Kenneth Clarke, the Health Secretary, announced in the Commons last week that £82m is to be spent in the current financial year (including a newly authorised £40m) to provide the information needed to help doctors avoid over-prescribing.

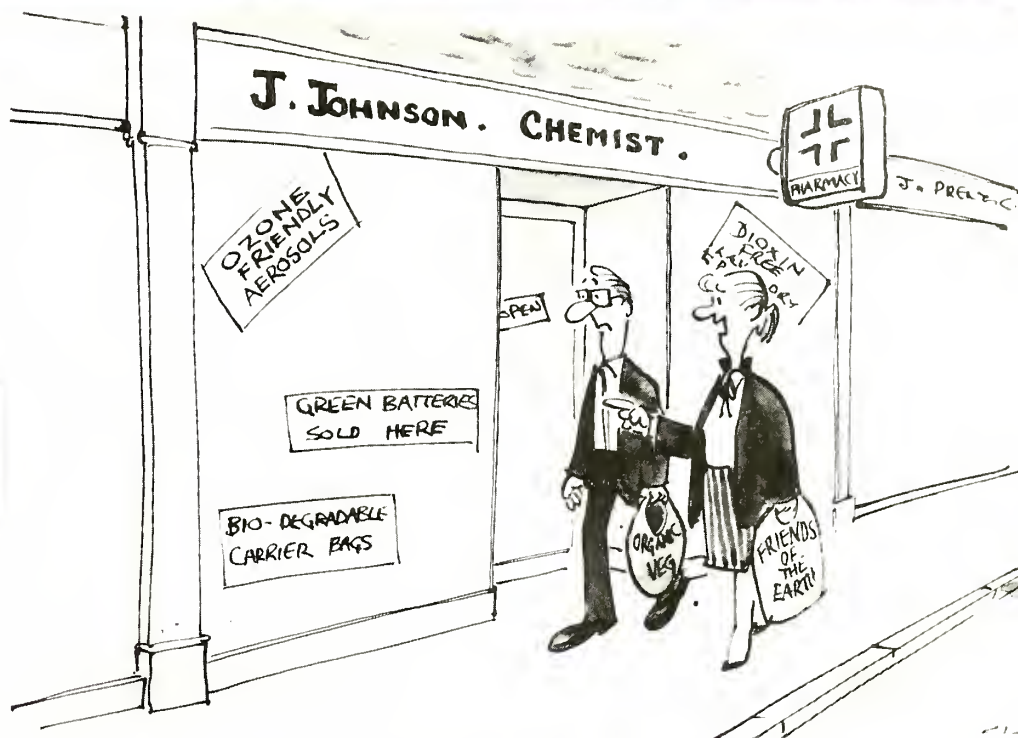
He envisaged savings would be made in a number of areas, particularly through the elimination of the unjustified use of repeat prescriptions for patients not seen regularly by the doctor.

Mr Clarke denied that the proposals in the White Paper "Working for patients" which would permit hospitals to become "self-governing" meant that they would be able to opt out of the NHS.

Mr Robin Cook, Labour's Shadow health secretary, maintained that the Government's real objective was to undermine the NHS and leave Britain with "market medicine" as it was practised in the US.

He was joined by other Labour MPs in arguing that while the proposal for self-governing hospitals did not involve automatic opting-out from the NHS, the eventual outcome would be precisely that.

A number of Conservative MPs, including Sir Barney Hayhoe, a former Health Minister, urged the Government to adopt a more cautious approach with greater emphasis on genuine consultation.



"I'm not surprised. I bought a hair dye in there once and it turned my hair green!"

Plax changes its tune

Plax, launched earlier this year, is abandoning one of its major claims — that it shifts 300 per cent more plaque than brushing alone — following complaints to the Trading Standards Authority and refusal of some regulatory authorities, notably the ITVA, to accept the claim.

New packs of Plax pre-brushing rinse should be on shelf in the next few weeks Arthur McCarten, marketing director at Food Brokers who are marketing and distributing the product on behalf of makers Unicliffe, told C&D this week. The new packs no longer carry the claim that the

rinse removes 300 per cent more plaque than brushing alone.

The change of strategy follows complaints by Warner-Lambert Health Care to trading standards officers that the claim could not be substantiated because it was based on a study of only 12 patients who brushed their teeth with water for the purposes of comparison. Warner-Lambert say their complaint is not based on fears that sales of their own mouthwashes may be affected — indeed the company says that Plax has not eroded market share of products such as Listerine. Warner-Lambert say they are

more concerned about a point of principle and have called for all Plax packs to be withdrawn from shop shelves and for corrective advertising.

"If corrective advertising is not implemented, then there appears to be a charter whereby any manufacturer can make unsubstantiated claims, generate sales and then slowly modify claims to avoid direct legislative action," says Warner-Lambert's managing director Erich L. Hahn in a letter to trading standards officers in Kent.

That point is not accepted by Mr McCarten who claims there is a wealth of evidence to support the 300 per cent claim. But the company is giving it up because it has not been accepted by some regulatory authorities. Bottles featured in television advertising, for example, appear with the 300 per cent claim whited out. Mr McCarten adds that he is glad to give the claim up because some consumers did not understand it. He feels that not being able to make the specific 300 per cent claim will make no difference to the product's appeal, "indeed it may be more attractive because it will be more intelligible", he said.

Food Broker's confidence in Plax is undaunted. Mr McCarten says his sales projections reflect that and there is another £2m in advertising support planned from September on top of the £2.5m being spent on promoting the product up to September.

OTC drug claims criticised

OTC drugs may not only be safe, but they must not displace other essential aspects of treatment, nor be promoted with exaggerated claims, says child health specialist William Cutting.

In a letter to *The Lancet*, Dr Cutting, department of child life and health, Edinburgh University, is critical of claims made recently by health economists that OTC sales of loperamide had saved general practice £1m-worth of time.

"Heavy advertising of medicines may lead to larger sales without necessarily decreasing the doctor's work load," he says.

"Loperamide is not free from side-effects, and the decrease in bowel motility may be socially convenient, but it also slows the elimination of pathogens. What is potentially more dangerous is that giving medicines often displaces and detracts from the more important therapeutic measure of

■ Compulsory retirement for dentists will be introduced from April next year, and for doctors a year later, Health Minister David Mellor has announced. Initially the retirement age for GPs will be 70, reducing to 65 in due course. For dentists retirement at 65 will be in

replacing water and electrolytes."

Most antidiarrhoeal drugs are promoted without reference to rehydration, he says. "The privilege of selling potent medicines OTC should carry the responsibility of giving warnings and providing health education."

place by 1997 according to Mr Mellor. The Government is also to abolish the 24-hour retirement from next April. At present, GPs or dentists retire at 65, draw a lump sum pension, and return to work 24 hours later without abatement of pension.

UNTIL MUMS START DOING THIS,
SAVLON WILL ALWAYS BE BRAND LEADER.



Preventative medicine? Good idea, but any little devil worth his skateboard will soon find a way to bump, graze or cut himself.

That's why Savlon Cream is brand leader.

Because mums know it's kind to scraped knees, easy on grazed elbows but tough on troublesome germs.

But that's only half the story, because there's Savlon Liquid too. Perfect for cleaning dirty surfaces, filthy floors and (dare we say it?) grubby toilet seats. A must for most household tasks.

And this year, thanks to our continuing commitment to a hard-hitting advertising campaign, and the reckless nature of nine year olds, Savlon products will be in even greater demand.

Ensuring children everywhere are Savlon Safe. Like your sales.



 **Savlon**

KEEPING FAMILIES SAVLON SAFE

CARE LABORATORIES LIMITED. A WHOLLY OWNED SUBSIDIARY OF IMPERIAL CHEMICAL INDUSTRIES PLC. 'SAVLON' IS A TRADEMARK.
CARE LABORATORIES LIMITED, LINDOW HOUSE, BEECH LANE, WILMSLOW, CHESHIRE SK9 5HG TEL (0625) 535577.

Residential homes training package out

The training package on residential homes is now available. Contractors in England and Wales can apply for their copy (one per pharmacy) by using the coupon in the classified section (p893).

The package is available from Radcliffe Medical Press (contractors in England) and from Dr John Temple, director of postgraduate pharmaceutical studies at the Welsh school of pharmacy (contractors in Wales).

Successful completion of the training package will be a pre-requisite to contractors being paid for providing a service to homes. However, the payments are still the subject of negotiation between the Pharmaceutical Services

Negotiating Committee and the Department of Health.

The self-contained, self study course is said to include all the basic material on the provision of a professional advisory service to residential homes. It is divided into 14 units and covers the origins of residential homes, gives an insight into how they are run, looks at how to start to offer a service with descriptions of medication procedures and documentation. Units 7 and 8 suggest ways of giving advice about medication procedures and about medicines themselves. There is a section on reviewing prescriptions, another on mental disorders in the elderly, a unit

covering the structure of the health and social services and one on how to deal with awkward situations. At the end of the package is a copy of the RPSGB report "The administration and control of medicines in residential homes", a bibliography and some revision questions.

The preface to the package outlines why pharmaceutical advice is needed in residential homes and says among the greatest barriers that have stopped community pharmacists entering residential homes in an advisory capacity has been uncertainty of correct professional conduct and ignorance of what, exactly, is required.

Hot news for cold sufferers

Proof that "holding your head over a bowl of steaming water" really does help the common cold comes, at last, from the Medical Research Council.

Dr David Tyrell, medical director of the MRC's common cold unit in Salisbury, has tested the theory that the replication of rhinoviruses is blocked, and common colds may be aborted, by raising the temperature of the nasal mucosa.

Double blind studies were carried out with 87 patients who had naturally acquired colds and with 27 patients who developed more vigorous symptoms after nasal inoculation with rhinovirus.

Patients in the first group, treated with air for 20 minutes at 43°C had almost 50 per cent fewer symptoms than those at 30°C. Inoculated volunteers who were treated for 30 minutes on three occasions at the beginning of a cold, showed a 43 per cent reduction in symptoms.

There was a clinical advantage for those treated with hot air, that continued for two to three days. "The amount of benefit could not be measured exactly, but signs and symptoms were reduced by up to 40 per cent," report Dr Tyrell and co-workers in last week's edition of *British Medical Journal*.

The machine used in the trial is made by Virotherm Ltd and will be launched later in the year. "Pilot studies have shown that Virotherm may be beneficial for hayfever sufferers, and there is anecdotal evidence that it may be useful for asthma and nasal polyps," says the company.

Pharmacists to supply HEA skin cancer leaflets

A £250,000 Summer campaign by the Health Education Authority aims to alert the public to the risks of contracting skin cancer through over-exposure to the sun.

Starting mid-June, full-page advertisements will appear in magazines such as *Elle*, *Woman* and *Just 17*, under the heading "Are you dying for a suntan?". The advertisements will advise the public to obtain information leaflets from their local pharmacist.

Leaflets contain practical information with the message that skin cancer is preventable, and that the sun can be enjoyed without harmful side effects if the right precautions are taken. Pharmacists will receive these leaflets from the HEA, together with a copy of the Cancer Research Campaign's leaflet on malignant melanomas for background information.

The primary targets of the campaign are women in the 16-34 age group. They are said to be twice as likely as men to contract malignant melanoma.

Women are also more likely to visit a pharmacy to buy sun-care products, and will benefit from the leaflets and a professional source of advice.

The campaign will run through to the end of August.

New GP contract agreed

The new GP contract is expected to be in place for family doctors throughout Great Britain by April 1, 1990, Health Secretary Kenneth Clarke, told the Commons recently. The announcement followed what Mr Clarke described as agreement with the General Medical Services Committee "on all major outstanding issues involved in the new contract".

The new contract introduces new performance bonus payments for doctors who reach the Government's targets of 90 per cent coverage for childhood immunisation and 80 per cent coverage for cervical cancer screening. There are to be lower bonus payments of one third of the full rate for doctors achieving 70

per cent immunisation cover and 50 per cent screening cover.

When a doctor from a patient's own practice makes a night visit he or she will receive three times the payment that a deputy making such a call would be paid.

The new terms of service will require GPs to be available for 26 hours on average over five days each week to include availability in surgery, health promotion clinics and home visits. The commitment can be reduced to four days.

Negotiations on additional payments for rural GPs are to be undertaken separately from the contract talks.

It is intended that by April 1 next year, 60 per cent of GPs' remuneration should be from capitation based payments.

HA overspend

Health authorities in England have been underfunded by some £3 billion over the past nine years, according to the National Association of Health Authorities' latest calculations.

The underfunding is based on the difference between the actual and target health service spend required for increases in health care demands and costs arising from factors such as advances in medicine.

NAHA director Philip Hunt called on the Government to recognise the history of financial pressures on health authorities if the reforms proposed by the White Paper "Working for patients" are to be successful.

Peak flow meters on NHS, says Asthma Society

The Asthma Society is compiling evidence to present to the Health Minister Kenneth Clarke, which it hopes will make peak flow meters available on prescription.

Secretary of the society Monica Robb told *C&D* that the evidence would show that the availability of peak flow meters will be cost-effective for the NHS, and save lives.

London GP and member of the Asthma Society Dr Mark Levy said, at the recent launch of an Allen & Hanbury asthma video (*C&D*, April 29, p705), that peak

flow meters should be used by asthmatics in the same way that glucometers are used by diabetics.

At present, peak flow meters are available from manufacturers and wholesalers. The Asthma Society can supply them to pharmacists or members of the public at a cost of £8 plus postage (£9 for the paediatric version).

Fisons scheme to encourage use by patients offers peakflow meters, at a special price, through GPs. For every sale, Fisons give 50p to the Asthma Society.

Cow & Gate get tamper evident seals

Cow & Gate have followed Heinz in announcing the details of their plans to introduce new tamper evident packaging across the baby meal range. The changes follow the sabotage campaign waged against the two companies.

The company will be adopting a PVC sleeve format which covers the lid and jar closure and which incorporates a 10mm double perforated vertical tear strip. The company describes the added security as the third safety feature on its jars, after the safety buttons and audible vacuum release.

The reintroduced range should be available in store from early June; delivery to the trade will start in the week commencing May 29. Existing stock will be exchanged and Cow & Gate will be contacting multiple chemists and wholesalers direct. Independent chemists are advised to hold existing stock on-shelf and, when the new packaging becomes available, exchange through their normal wholesaler.

The relaunch will be backed by a major support programme including trade and consumer advertising and new point of sale material.

□ Heinz say that all deliveries are now being filled with jars delivered in their new secure packaging. (*C&D*, May 6, p753). Additional security is provided with a shrink wrapped sleeve on each jar. Existing stocks in non-sleeved jars should be returned to wholesalers for credit.

PL (PI) update

The following PL(PI) has been published in *The London Gazette*. **Aeropax (International) Ltd, trading as Stephar BV**

4259/0066 Moduretic Amloride hydrochloride 5mg, hydrochlorothiazide 50mg

Operations "My operation — surgery in ulcerative colitis or Crohn's disease" is the title of a new 24-page booklet sponsored by Smith Kline & French. Written by surgeon Ian Muir and consultant physician John Mayberry the booklet explains in layman's language the various surgical procedures which may be appropriate for patients suffering from the two chronic diseases. Copies are available from SK&F medical representatives or from the company's publications manager. Tel: 0707 325111.

TOPICAL REFLECTIONS

by Xrayser

Council rethink

It was a profound relief to read the "Stop press" article in *C&D* last week, p806. It says Council is not going to act on its proposals on new legislation relaxing present supervision requirements, until the whole topic has been studied again. In other words it has felt obliged to respect the vote of no confidence carried at the SGM.

There can be no pleasure in the affair for anyone. However, I believe the vote itself was hardly a true measure of the feeling of members. Few really wanted a no confidence motion, seeing clearly that it would have a damaging effect on the authority of our governing body. I think this innate reluctance was more responsible for the hands raised in favour of Council than the matter debated, for it is hurtful to vote against a Council which has served honourably in the other duties it has undertaken. Let us hope when the election results come through, they will be taken to reflect the wishes of the membership.

In the meantime I think it is time for Council to go and ask our Legal Department exactly what powers we have already to exercise a discretion — powers which I believe are far greater than has been acknowledged.

Mirror, Mirror on the wall...

Who is the fairest of us all? At the moment I'm none too pleased with the aforementioned *Daily Mirror*, which recently sent me a jolly sort of parcel detailing how, with its two million readers, it was going to do me a big favour and



increase my business with the splendid "Mirror card". All I had to do — after being specially chosen of course — was to offer a 10 per cent price reduction to customers who presented such a card!

Apart from any ethical considerations about price maintained medicinal products, the proposition that a moderate suburban pharmacy could offset the disastrous effect of reducing its retail margin to less than 15 per cent overall, in the forlorn hope of generating a vast amount of increased traffic, is ludicrous.

It shows a singular lack of understanding on the part of the persons who dreamed up this idea.

With a three-fold rates rise for business premises promised by our enlightened Government next year, participation would be commercial suicide. The 3 per cent taken from us for credit cards sales is bad enough...

Plax in our time?

We cannot help but be fascinated by the interesting development in the interfirm war between Unicliffe and Warner Lambert, as shown by the latter company's complaints to the Kent Trading Standards Department over the claim that "Plax shifts 300 per cent more plaque than just brushing." Having already made the launch, Unicliffe will no longer be saying this, which does not seem to satisfy Warner Lambert. They have pointed out that it isn't good enough to withdraw an extravagant claim after it has gone national and helped the big sell-in.

I must say that, having regularly used the sample sent to us, I found my teeth did feel cleaner by the time I had finished the bottle.

Self Praise is no Praise

"Boileau & Boyd's performance during 1988 was quite exceptional."

J. WARDLAW, SALES MANAGER,
RUSCO PHARMACEUTICALS, BIDDLESWADE.

"Boileau & Boyd Limited have established Cerumol Ear Drops as the brand leader on the Irish Market, and despite intense competition, have maintained that position."

DR. J. RABINOVITCH, MANAGING DIRECTOR,
LABORATORIES FOR APPLIED BIOLOGY, LONDON.

"Boileau & Boyd Limited have established Young's Animal Health as a significant player on the Irish Market. In the last 4 years, our products have enjoyed annual double figure percentage growth."

BRIAN CLARK, MANAGING DIRECTOR,
YOUNG'S ANIMAL HEALTH, GLASGOW.

"Boileau & Boyd Limited have increased the sales of 'Uniflu' four fold in 3 years. Uniflu is now number 3 in the Irish Cold and Flu market. I have every confidence that they will make it No. 1."

K.A. KRIKORIAN, DIRECTOR,
UNIGREG LIMITED, LONDON.

**. . . so we
asked
our
principals
to tell
you
about
our
record.**

Boileau & Boyd –
you should be
talking to us.



BOILEAU & BOYD

PHARMACEUTICAL AGENTS AND DISTRIBUTORS FOR THE IRISH MARKET.
Boileau & Boyd Ltd., 11A Parkmore Industrial Estate, Longmile Road, Dublin 12.
Tel: (0001) 507077. Contact: Chris Keaney, Managing Director.

COUNTERPOINTS

Odoreaters' foot powder

Combe UK are launching a new Odoreaters foot powder, backed by a national Press and radio campaign through the peak Summer months.

The foot powder contains corn starch and aluminium oxide as moisture absorbers; talc and magnesium stearate to ease application; with benzethonium chloride as a deodorant; and vitamin E, which the company says prevents oxidation of secreted oils and fatty acids to odorous compounds. Two perfumes provide fragrance.

The powder comes in a 100g white oval bottle featuring the traditional Odoreaters orange livery (£2.49). Trade orders are completed in a minimum six units.

Advertising comprises a national Press campaign and the product will also be tagged on the Odoreaters insole radio commercials, broadcast nationally on independent local radio. *Combe UK Ltd. Tel: 01-680 2711.*

Stafford get the cream

Stafford Pharmaceutical Group are introducing two new products.

Glavitol junior syrup (150ml, £3.95) is a banana-flavoured formulation containing vitamins, zinc and gamma linolenic acid (GLA). The syrup is free from additives and artificial colourings, and can be given to children from the age of six months in a 5ml daily dose, says Stafford. Point of sale consists of window posters and counter leaflets.

Heilfas NMF is a cream, formulated as a complex of amino-acids based on natural substances and preserved with chlorbutol, say Stafford. It is said to have a rich, moisturising quality.

An introductory offer on Heilfas NMF (100g, £4.95) for 12 charged as ten show 100 per cent profit on return, say *Stafford Pharmaceutical Group. Tel: 0785 211744.*



Refreshing breath from J. Pickles

J. Pickles are introducing Refresh, an instant breath freshener with a "mild antiseptic property".

The predominant flavour is peppermint and spearmint, while eucalyptus and cinnamon are added as odour-masking agents, say J. Pickles. Eucalyptus has also been included in the blend to be mildly antiseptic they say.

Refresh is water-based rather

than spirit-based and contains no sugar.

A 15ml ozone-friendly spray is used, and J. Pickles say that this will give over 200 metre sprays at £1.49 each.

The product is packed in 12 units (£11.18 trade) with modern jade green and white graphics say *J. Pickles & Sons. Tel: 0423 867314.*

Fisons trial OTC hayfever treatment

Resiston nasal sprays, a hayfever treatment containing sodium cromoglycate, are to be test-marketed in the southern area by Fisons Consumer Health.

The company claims that this is the first over-the-counter sodium cromoglycate nasal spray. The dual pack (£6.50) contains a 10ml spray of Resiston One, which has sodium cromoglycate 2 per cent, and xylometazoline 0.025 per cent as active ingredients. It is indicated for relief of symptoms of allergic rhinitis and can be used four times

daily. The pack also contains a 10ml spray of Resiston Two which contains sodium cromoglycate 2 per cent, for use four to six times daily as protection against further attacks. Resiston Two can be bought on its own (£2.99).

Both come in pump-action sprays and are suitable for adults and children over eight.

The launch in the southern region will be supported by a series of 30-second radio commercials linked to weather conditions. *Fisons Consumer Health. Tel: 0509 611001.*

Unichem offer lemon cold relief

Unichem are expanding their own-label range with the launch of hot lemon cold relief powders and cod liver oil capsules.

The cold relief powders contain paracetamol 650mg, ascorbic-acid 50mg, and lemon in each sachet, and are free from artificial colourings. The dose is one sachet every four hours with a maximum of four in 24 hours. Two sizes are available (10, £1.35; 5, £0.85).

Unichem's cod liver oil capsules are available in bottles of 100 (£1.89). Each contains vitamin A 187.5 mcg and D 0.62mcg, the recommended is four capsules daily. They have been launched to maximise the opportunities offered by the current trend for healthy living, says the company. The cod liver oil sector is growing rapidly and over a third are sold through pharmacies, they add.

A special launch bonus of 17.5 per cent off trade price applies to both products offering retailers a 45 per cent profit on return. *Unichem. Tel: 01-391 2323.*

Elegant Touch cleans gently

Original Additions have introduced a new gentle oily nail polish remover.

The existing oil-free polish remover can be used on synthetic nails, while the new gentle oily polish remover (150ml, £0.89) is said to be perfect for use on natural nails as it contains special moisturisers for both cuticles and nails.

It is said to help prevent excessive dehydration and to removing varnish effectively.

The new remover has been coloured blue, and a new bottle shape has been developed for both variants. *Original Additions. Tel: 01-573 9907.*

When your customers' insides give them this...



Recommend they get the strength of Asilone inside them

You'll find that Asilone Suspension and Tablets bring comprehensive and lasting relief.

Asilone's triple-action formula rapidly gets to work, treating all three conditions.

First, it buffers excess acid and relieves the symptoms of gastric reflux.

Then it breaks down the accumulation of gas to relieve the uncomfortable bloated feeling. And thirdly, it gently soothes the stomach lining.

So take Asilone action now.

Stock up and look forward to healthy repeat business from satisfied customers.

Asilone®

You can't recommend a more effective indigestion remedy

Caution Prescribing Information

Presentation: Tablets: Each containing Activated Dimethicone 270 mg and Dried Aluminium Hydroxide BP 500 mg. **Suspension:** Activated Dimethicone 135 mg, Dried Aluminium Hydroxide BP 420 mg and Light Magnesium Oxide BP 70 mg per 5 ml dose. **Uses:** Antacid and anti-flatulent. For the relief of dyspepsia and heartburn. **Dosage and Administration:** One or two tablets; or one or



two 5 ml spoonful before meals and at bedtime. **Contra-indications:** None known. **Retail Price:** Tablets: 30 £2.19; Suspension: 100 ml £1.38 and 300 ml £2.19. **Product Licence Numbers:** Tablets 0152/5025; Suspension 0152/5026. For further information, write to Rarer Consumer Products, Eastbourne BN21 3YG.

Florini for toiletries

Carronshore Marketing International have been appointed as UK distributor of Florini products, with a new toiletries range appearing soon.

New from Florini in the late Summer is a premium range of ladies' fragrances and toiletries. Recommended selling prices have yet to be announced, although they are expected to be at the mid-to-upper end of the market. The number of outlets will be limited, to 250 stockists, say Florini.

Offered in three floral fragrances — Florini, La Chance and Je Ne Sais Quoi — the collection will initially comprise nine lines. Amongst these are eau de parfum and eau de toilette 25ml handbag sprays, and an ice cologne touch stick. For the home, there are wardrobe sachets, 50g pot-pourri bags, and perfumed ambience candles, in a pack of three with free tapers.

The new range, is supported by a comprehensive POS package covering carousels, counter units and shelf reservers.

The range of 20 gift cards (£2.75 each) in three fragrances,

Florini, La Chance, and Je Ne Sais Quoi) were launched nine months ago. Carronshore say that they are presently seeking around 1,000 outlets, able to devote sufficient attention to the brand. Carronshore Marketing International. Tel: 0324 588505.

Magnivision's flexible

For smaller pharmacies who are unable to accommodate a large display, Magnivision have introduced a small shelf or counter unit holding six samples of their reading glasses, on retractable cords.

The dimensions of the GA07 display are 23in wide by 8½in deep by 5½in high. Customers are able to try on the glasses to assess which of six powers is appropriate and to choose from six frame styles. The appropriate strength/style mix can be supplied from stock.

Deals include 72 pairs of glasses (two of each style/strength) for £572.04; with one pair of each at £286.02, both prices trade. Glasses retail at £12.95 a pair. Magnivision Ltd. Tel: 0782 577055.



Cup, Cup and away!

Product technology UK have launched a sealable "no splash" two-piece travel cup.

The Travel Happy Cup (£1.95) has a lid which snaps on to fit and then twists to seal. It has a thumb grip for use when sealing or removing the lid, two easy grip handles, and a training spout and positioning handles, indicating when to regulate the flow rate open or sealed.

The cup is moulded from high grade food-approved polymers and Product Technology UK say that it is easy to clean in warm soapy water, or with a cold sterilising solution.

It is decorated with a cartoon baby and a "travel happy" theme, and is displayed in a high quality colour-printed carton with a see-through acetate window. Full instructions are printed on the carton.

The product will be advertised in the June issue of *Mother and Baby* and *Parents* magazine, as part of an on-going campaign. The June adverts will highlight an on-pack competition inviting mothers to enter a draw for a prize weekend in Paris. The date of the draw will be October 3. Product Technology UK. Tel: 0633 838080.

HONEYROSE PRODUCTS LIMITED

IS PLEASED TO ANNOUNCE THE APPOINTMENT OF

CHEFARO

PROPRIETARIES LTD

as sole distributors to the chemist trade of the full range of Honeyrose herbal cigarettes and pipe mixtures.

Please ensure that all wholesale and retail orders are now sent to

CHEFARO

Proprietaries Ltd.,
Science Park,
Cambridge CB4 4FL
Tel: (0223) 420956



Honeyrose Products Ltd.
Creeping Road, Stowmarket, Suffolk IP14 5AP

Cardiomax is a pearle, by Hofels

Seven Seas have added Cardiomax one-a-day garlic pearles into the Hofels range of products.

The pearles are blister-packed in 30s (£2.25) and 90s (£4.99). They combine 4mg of essential oil of garlic with natural peppermint oil to give a dietary supplement which, Seven Seas say, is considered socially acceptable.

The launch of Cardiomax is supported by full-page colour advertisements in health consumer magazines, starting in June (*Practical Health*) and running until October.

This will increase the advertising support behind the Hofels' name to £0.5m. The advertisement for the brand features TV-am's health and fitness guru Lizzie Webb. Seven Seas Health Care Ltd. Tel: 01-652 2222.

Japanese ingenuity times three

Kanebo are introducing three new sun-orientated products into the UK market.

Full protection compact combination colour (£17.25) is a tinted matt make up in two shades — pale porcelain and deep brown. It is said to condition and moisturise the skin, and to give full protection from the sun. The make up has an SPF of 15, and is said to be water-resistant. It comes complete with a sponge for application.

Kanebo have also introduced an after-sun moisture treatment. This comes in a gel formulation, (£14.50) and is said to contain soothing ingredients to reduce sun damage.

Finally, a soft tanning emulsion (£12) has an SPF 6, and contains silk fibroin and bio-ingredients. Kanebo Division of OBL manufacturing. Tel: 0635 46362.

Because Triludan is fast, effective and avoids drowsiness, it has become the most popular antihistamine in the pharmacy.

But what about those patients who prefer a one-a-day dose?

Well now you can satisfy them

too. In fact, new Triludan Forte will mean a great deal of additional Triludan sales for you this summer.

So make sure you stock both Triludan and new Triludan Forte. And give even more of your patients a better summer.

AVOIDS DROWSINESS
TRILUDAN
FORTE
FAST ACTING ANTIHISTAMINE

1
TABLET ONLY

A NEW PARTNER TO ADD TO TRILUDAN'S SUCCESS

TRILUDAN
FORTE
AVOIDS DROWSINESS

TABLET **1** **DAILY**

NEW TRILUDAN FORTE

Now you've got two ways of selling the No. 1 antihistamine for hayfever.

Merrell
Medicines

Confidence in pharmacy
Trademarks: Triludan, Merrell, Dow.

THE FEMININE APPROACH TO A FERTILE MARKET



THE NEXT STEP

SINGLE TEST CERTAINTY

Incorporating the latest unique monoclonal and polyclonal antibody technology, Early Bird in a single test ensures virtually 100% accuracy on the day of a missed period.

It's clear, unequivocal \oplus or \ominus result is obtained in just 5 minutes – No pipetting, washing, shaking or stirring!

Order now through your usual wholesaler and follow the leader.

DESIGNED TO APPEAL—PACKAGED TO DISPLAY

Nivea give sun info

Smith & Nephew have now revealed full details of their promotional campaign for Nivea sun preps (*C&D January 21*).

They are spending £700,000 on sun preparations, which is part of a total brand spend of £5m. This year they are producing three educational items of interest to chemists.

To encourage consumers to think about suncare as an integral part of all-round skin care, Smith and Nephew are launching "Sun Days" a glossy mini magazine which is free to consumers. It includes a variety of editorial style articles on summer beauty care, with help and advice for planning a holiday. It contains a 30p money-off coupon for Nivea Sun, and 20,000 leaflets are being distributed through womens' titles such as *Company* and *Living*.

A manual is designed to help staff identify the needs of their customers.

In addition, Smith and Nephew have produced one million fold-out colour leaflets with a tan planner. *Smith and Nephew Consumer Products Ltd. Tel: 021 327 4750.*

Lip Top moisturises and protects

Dendron Ltd have launched a new moisturising lip care product, called Lip Top. (£1.85).

The packaging features a bright red lip design with graphics designed to appeal to young women, say Dendron.

Lip Top is a moisturising lip sealant which is applied over lip stick to protect against smudges during the day.

Lip Top is applied over lipstick with a brush supplied. Then, lips should be left to dry, avoiding eating and drinking for approximately ten minutes, say *Dendron Ltd. Tel: 0923 229251.*



Radox showers for £1.5m

Nicholas Laboratories will be spending £1.5m on Radox Showerfresh, from May 22.

The Showerfresh commercial set to the tune of "Singin' in the Rain" is the second part of a campaign launched earlier in the year. The 30-second advert

features animals showering.

The Showerfresh campaign goes on air nationally in all areas, and Channel 4 from May 22, through June, July and August. *Nicholas Laboratories Ltd Healthcare Division. Tel: 0753 23971.*

Hard sell for Soft & Gentle

A new £2.5m campaign for Soft & Gentle from Colgate-Palmolive, will break at the end of May.

Coinciding with the TV campaign and running through to September, will be a 25ml extra free promotion on 150ml Soft & Gentle aerosol cans.

The commercial is aimed at "re-aligning the brand with its core value of femininity" and the national campaign will be upweighted in London, Yorkshire, Grampian, Border, Scottish TV and TVam.

Soft & Gentle has also eliminated chlorofluorocarbons (CFCs) as a propellant. The modified formulation of Soft & Gentle will be clearly identified by an "Environmentally friendly".

To handle the change, printed cap. Colgate-Palmolive is installing £1m worth of plant. *Colgate-Palmolive Ltd. Tel: 01-580 2030.*

Parfums Christian Dior are offering their Capture liposome complex in a 50ml size, at £39. It will be in the shops from July. *Parfums Christian Dior. Tel: 01-273 5021.*

The secret of smooth, supple skin?

NEW FRESH FLOWERS FRAGRANCE

Your customers will discover the EFAMOLIA secret through the new advertising campaign in leading women's journals.

EFAMOLIA Moisture Cream, Enriched Night Cream and Skin Lotion – created with pure, natural Efamol® Evening Primrose Oil – essential for a softer, smoother skin.

Will you be ready for the demand? Order your stock NOW along with the full range of P.O.S. material.

EFAMOLIA – the secret of profitable sales.

Efamolia
EVENING PRIMROSE OIL SKIN CARE



For more information contact EFAMOLIA, FREEPOST, Woodbridge Meadows, Guildford, Surrey GU1 1BR (No stamp required).

Efamol Limited are the worldwide leaders in Evening Primrose Oil research and production. EFAMOLIA products are not tested on animals.

STEP UP YOUR SALES WITH....

Fast Aid®

Newly improved Fast Aid is now going to move even more rapidly off your shelves. With extra product on offer free, your customers are sure to come running. But Fast Aid is much more than just terrific value. Strikingly redesigned, Fast Aid carries more than a handful of product improvements such as better assortment, increased pad sizes and new skin tone colours. So if your customers want a plaster that's a cut above the rest – stock up now with Fast Aid – the plaster designed to sell faster.



ROBINSON

ROBINSON HEALTHCARE HIPPER HOUSE CHESTERFIELD S40 1YF

Fenjal hit the highway

Fenjal's main promotional push this year is directed through a series of national roadshows aimed at reaching over 1 million households.

The roadshows will be taking place from June 14 to August 19 in Oxford, Southampton, Portsmouth, Swansea, Bradford, Newcastle and Glasgow. The roadshows will also be going to either Basildon or Southend, and either Coventry or Wolverhampton.

Beecham Toiletries are introducing a tiered vac-form display unit for Fenjal containing 124.2ml Avant Garde and Classic creme baths at a special price of 49p.

They say that the trial size can be used for two baths.

Beecham have also recently introduced a Fenjal creme de parfum (100ml, £6.99) with a low alcohol formula which is said by the company to be kind even to sensitive skin.

The creme de parfum comes in a frosted glass bottle in a clear gift pack and is said to be gently moisturising and easily absorbed by the skin. *Beecham Toiletries. Tel: 01-560 5151.*

Almay ring the changes

Almay are launching two new products into their Interactives range of "advanced, hypoallergenic" skincare.

Interactives facial cleansing bar (75g, £6.95), comes in a grey soap dish, and is described as a soapy, creamy, cleansing bar with added moisturisers. Calming eye gel (£9.95) is a light non-oily, non-greasy formulation for the delicate eye area containing the moisturiser aji dew.

During June, Almay are offering their four Special Editions moisturisers at a special price of £3.50, POS material from the current "pure softness" moisturisers advertising campaign will be used to attract customer attention to the promotion, say Almay. And during the Summer, Almay will be offering special trial sizes of cleansers, toners and moisturisers, in four skin types, for £1.50.

Sensitive skin is not confined to the face, say Almay, whose Total care range of products for all-over-body care, will include a gentle bath and shower gel, from July. It is fragrance free with

added moisturisers.

An introductory offer of £0.50 off the normal retail price will apply during July. The gel is packaged in a three colour hanging dispenser, complementary in design to Total Care packs. A special display unit with showcard, will be available. At the same time, body moisture treatment and alcohol-free anti-perspirant deodorant will have the same reduction, with a two colour label to highlight packs. *Almay (London, New York). Tel: 0753 23971.*

Strepsils look to the Sky

Crookes Healthcare will be advertising Strepsils on Sky channel throughout 1989.

The 50-second commercial will be similar to that seen nationally at the beginning of the year. *Crookes Healthcare Ltd. Tel: 0602 507431.*

Karvol's baby rhyme pack

Crookes Healthcare are promoting their Karvol brand with an original women's and family Press campaign.

There will be two banded promotional items for Press sampling, including a colourful bedtime story pack and consumer leaflet. The storypack incorporates a Ladybird hardback book of 100 nursery rhymes, and a specially recorded tape to accompany it. The cover of the book features bedtime tips.

Karvol will be featured in *Parents* in June and in *Under Five* and *Practical Parenting* in July.

Later in the year Crookes will be running two consumer competitions for the brand. *The Baby Magazine* will advertise health insurance prizes, and the December issue of *Maternity* and *Mothercraft* will offer Mothercare bedroom safety units. *Crookes Healthcare Ltd. Tel: 0602 507431.*

Miller & Miller (Chemicals) Ltd., Pharmaceutical Distributors & Exporters, are changing address to 648 Mile End Road, London E3 4LH. Phone: 01-980 4421, Fax: 01-980 4471, Telex: 265631 Milkem G.



HEINZ BABY FOOD IN JARS

With effect from deliveries made after May 15th 1989, all Heinz Baby Food in jars will be delivered in new more secure packaging.

While the pop-up safety button remains as evidence that the jar has been opened and vacuum lost, additional security is provided with the introduction of a shrink-sleeve on each jar. To enable you to quickly stock the Heinz Baby Food jar range in these new packs, you should return existing stock in "non-sleeved" packs to your Wholesaler who will arrange full credit.

The introduction reflects Heinz continuing commitment to provide mothers with the safest possible Baby Products.



Scott back Andrex facial

Scott Ltd are celebrating the first anniversary of Andrex facial tissue with a multi-million pound support package.

The Summer campaign kicks off with one million sample packs plus 10p-off trial coupons going out attached to the front page of the May 29 issue of *Womans's Own*, which will be on the news stands from May 23. This will be followed by a further million samples being sent direct to Andrex toilet tissue users.

The first week of a £2m television campaign breaks nationally with the re-run of the Andrew "granny" advert mixed with a development on the puppy theme used for the launch. It will run throughout June and in selected regions until July.

The advertising campaign will run across all three independent television channels — ITV, Channel 4 and TV am.

Also from June, Andrew has linked with Farley's in a promotion targetted at parents which will receive advertising in key baby Press titles (*C&D*, May 13). Two million Farley's packs will carry a money-off offer. Andrew will be advertised in the July issue of *Mother and Mother and Baby* and in the August issue of *Practical Parenting and Parents*. Scott Ltd. Tel: 0342 327191.

Regency price promotion

Regency Film Service are lowering the price of their private brand colour film, and to mark the move, beginning a promotion where stockists will be given a range of travel bags when ordering quantities of film between 30 and 1,000.

Regency's own brand of film features 135, 110, 126 and disc, in both 24 and 36 exposures. Trade prices begin at £1.20 each for 10 films, decreasing to £0.85 when 500-1,000 are ordered. *Regency Film Services*. Tel: 01-904 9921.

Home furnishing by Larkhall

Larkhall Laboratories are offering chemists a prize promotion competition called "Home and Away" linked to their natural health product range.

Every time chemists buy products they accumulate points towards a range of gift items offered by Larkhall.

In June, every £1 spend equals one point. In July, every £1 spend equals one and a half points, and for the month of August every £1 equals two points. The first 50 points will be given to retailers free of charge.

There are plenty of gifts on offer, ranging from a portable colour television (4225 points) to a Pentax 35mm compact camera

(995 points) or an electric toaster (575 points).

There are handy items for about-the-house such as a Teknix all purpose motorist kit (650 points) and a multipurpose torch (275 points), together with smaller items such as Sony C90 audio cassettes (95 points).

The offer is open to UK residents for orders for the period June 1 to August 31. The closing date for all entries will be September 15, after which no entries will be accepted.

For further details on the range of prizes available, and on the competition, contact *Larkhall Natural Health PLC*. Tel: 01 871 0401.

"Roman holiday" from Maybelline

Rimmel are introducing a Summer eye collection called Roman Holiday in the "colours of old Rome, burnt umber, ochre and clay."

The collection comprises 15 water resistant eyeshadows in a slimline compact with a double-ended applicator. The colours include browns, pinks, aqua green, lilac, navy, sky blue and grey.

And they have also formulated a clear mascara to meet the latest trend. The mascara is said to add depth and definition, making the eyelashes appear darker and glossier.

Rimmel say that brows can also be shaped with the brush. The mascara is said to have a non-greasy, light formulation containing panthenol and will be available at a special introductory price of £1.65 (£2.15).

Finally, for a limited period, colour seal mascara shades in jet black, dark brown, marine blue and sea breeze will be available at the special offer price of £1.65 (RRP £2.15).

Rimmel say that as with all Maybelline cosmetics, the Roman holiday collection does not contain ingredients that have been tested on animals. It will be available from July. *Rimmel International*. Tel: 01-637 1321.

Clearblue cassette

Special packs of Clearblue One Step will carry, for a limited period, copies of a free "Getting to know your body" cassette.

The tape, which is introduced by Anna Raeburn, is intended to explain the changes of the menstrual cycle and how a number of checks can help women stay healthy. Topics covered include pregnancy, fertility, contraception, cervical smears, breast checks and pre-menstrual syndrome. *Unipath* Tel: 0234 47161.

General Healthcare will be offering a special trade price on their Diana royal jelly until June. Each pack contains 20 capsules, and each capsule has 600mg fresh royal jelly blended with 490mg of wheatgerm oil (£19.50). *General Healthcare* are offering one free tube with nine, or three free with seventeen. *General Healthcare Ltd*. Tel: 01-848 7766.

Durex for Suzuki

LRC products have agreed that Durex will sponsor the UK championship-winning Suzuki motorcycle racing team.

The team will race as Durex Suzuki in the livery of the condom firm, ten years after Durex's controversial sponsorship of Formula One motor racing, which prompted a temporary BBC TV ban.

LRC will also be introducing a brand new Durex logo. It will be appearing for the first time on the Suzuki racing team livery, the company says.

Under the new Durex Suzuki banner the team will open this year's season at Donington Park on May 14. Then, all 13 of the team's bikes run under the Durex sponsorship for the full championship season. *LRC Products Ltd*. Tel: 01-527 2377.

Free Aapri!

Gillette, will be running an Aapri promotion during July and August.

A 15ml bottle of Aapri gentle cleansing lotion will be banded to all 200ml of gentle skin freshener and both normal and gentle variants of 50ml facial scrub.

A 15ml bottle of Aapri gentle skin freshener will be banded to all standard packs of gentle cleansing lotion (200ml) dual cleansing pads (30) and facial washcream (125ml).

This will be further endorsed with a major Press and television campaign commencing in July. *Gillette UK Ltd*. Tel: 01-560 1234.

Ever Ready repackage

Ever Ready have repackaged the Silver Seal range of batteries to stress their mercury and cadmium free content.

Marketing director Martin Burch says: "We have redesigned the blister cards to give the mercury and cadmium free flash even greater prominence". *Ever Ready Ltd*. Tel: 01-852 8611.



Patient Records
Interactions
Labelling
Leaflets
Stock Control



COMPUTERISED P.M.R. SYSTEM TO R.P.S.G.B. REQUIREMENTS

Includes all standard features plus:

- * Standard dose labels
- * Counselling Advice
- * Patient Medication Leaflets
- * & much more





UNICHEM'S PRESENT OFFER. (IT MUST BE CHRISTMAS.)

Our June promotion for UniChem members will get the competition into a right old lather.

A specially designed gift pack from Gillette. It contains the popular Gillette Contour razor and two blades. As well as their latest shaving gel in a handy travelling size, made especially for the promotion.

The pack is exclusive to all UniChem members and it'll make them a sizeable 20.7% profit on return.

Another blow that non-UniChem members will just have to take on the chin.


UniChem

UniChem Limited, UniChem House, Cox Lane, Chessington, Surrey KT9 1SN Tel: 01-391 2323

It's official.

All slow-release aminophyllines / theophyllines are not the same.

“It is therefore essential that patients taking a sustained-release, oral theophylline preparation who have been stabilized on a particular brand continue to receive the same product.”

Advice from the Council of the Royal Pharmaceutical Society, The Pharmaceutical Journal, July 11, 1987

Don't risk patient control.

When the prescription says:

Rx aminophylline SR 225mg.

Check with the doctor; does he mean:

Phyllocontin[®]

CONTINUS[®] Tablets aminophylline hydrate BP.

Prescribing Information:

Uses: Treatment and prophylaxis of bronchospasm associated with asthma, emphysema and chronic bronchitis, also cardiac asthma and left ventricular or congestive cardiac failure. **Dosage and Administration:** Adults: 2 tablets twice a day, taken morning and evening following an initial week of therapy on 1 tablet twice daily. Each tablet contains aminophylline 225mg. Since patients vary in their response to xanthines, the dosage must be titrated individually, and if maximum response is not achieved, the theophyllin plasma levels should be measured. **Transferability:** It is not possible to ensure bioequivalence between different sustained release theophylline products. Therefore it should be emphasised that patients, once titrated to an effective dose, should not

be changed from PHYLLOCONTIN CONTINUS tablet preparations to other slow or sustained release xanthine preparations without retitration and clinical assessment. **Warnings:** The following agents increase clearance: phenytoin, carbamazepine, rifampicin, sulphapyrazole, barbiturates, smoking and alcohol consumption. The following agents decrease clearance: allopurinol, cimetidine, erythromycin, thienobenzazole, isoprenaline, oral contraceptives, viral infections, liver disease and heart failure. Influenza vaccine may potentiate theophylline. A reduction of dosage may also be necessary in the elderly. The following should be used with caution: halothane, lomustine and lithium. Although theophylline crosses the placental barrier, it has been used during pregnancy without attributable

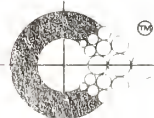
adverse effects. **Side effects:** The risk of side effects usually associated with aminophylline and xanthine derivatives such as nausea, gastric irritation, headache, palpitations and CNS stimulation is reduced. Basic NHS Cost: 235p per day (ex 1000 pack, 2 b.d.) PL0337/0026

This product is protected by British Patent No. 1405088

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ANOTHER CONTINUS CLASSIC

NAPP

Polish off this offer

Parfums International are running a Cutex value-added promotion on Moisture Guard formula polish remover.

Both the 200ml regular and protein polish removers will be offering six cutex filing and finishing emery boards free with every purchase. *Parfums International. Tel: 01-486 1200.*

Belle Color's bright £1.5m

A new television commercial featuring Garnier's Belle Color, will run from May until mid-June.

Laboratoires Garnier say that £1.5m will be spent on advertising Belle Color over the year. The first television burst will cover the following television regions: London, Central, Granada, Yorkshire, Tyne Tees, Scottish, Harlech, TSW and Border.

The "lifestyle" commercial features three women in different situations, all using Belle Color. *Laboratoires Garnier. Tel: 01-937 5454.*

Retail trends by Euromonitor

Euromonitor have published the fifth edition of their Retail Trade International report covering trends in 70 countries throughout the world.

Per capital retail sales of \$3,200 in 1987 place the UK eleventh in the European consumer spending league. Switzerland leads with \$6,500 followed by Finland, Italy, Luxembourg, Sweden, West Germany, Belgium, France, Denmark and Norway. Per capita sales in the US have fallen from their 1984 level of \$5,543 to \$3,802. Despite this, the US remains the world's largest retail market with total sales of \$924bn in 1987.

At November 1988 exchange rates, the total European retail market (TERM) was worth \$1320bn in 1987, say Euromonitor. The UK market which has been extremely buoyant in recent years is still relatively small given its population, with 14 per cent of the total European retail market.

West Germany is still the

largest market, accounting for 20 per cent of the TERM in dollars in 1987 with "expanding" Italy and France coming close. Spain and Portugal can look forward to higher retail sales, whilst the Scandinavian countries will undergo a period of retrenchment due to "inflation and balance of payments problems". Retail trade International 1989 costs £325 for Europe and £325 for the rest of the world or £525 for a two-volume set. *Euromonitor. Tel: 01-251 8024.*

Bobbing up!

Kendall have introduced a new bandage dressing for simple finger injuries.

Finger Bob pre-rolled finger bandages need no scissors, and applicators or tape and can be put on with one hand. The Bobs are sold in a dispenser containing five bandages (£1.49). *Kendall Co (UK) Ltd. Tel: 0256 473212.*

A moonlight Recital...

Recital Performance, celebrates its 25th birthday in the UK this year.

Two new shades — Copenhagen, a dark ash blonde, and Jersey, a light hazel brown — will join the line-up this month and Recital Performance will now feature a choice of ten blonde shades. Copenhagen's debut will help to strengthen the blonde range, which is popular during Spring and Summer months, and Jersey will enhance the selection of brown shades.

To coincide with the introduction of Copenhagen, L'Oréal is launching a promotion called "Moonlight Blondes", featuring Cybill Shepherd and the line, "Moonlight becomes you, it goes with your hair". This promotion available to the pharmacy sector over the next six months, will offer consumers the opportunity to win a trip to Hollywood.

The competition will be featured in "Moonlight Blondes" leaflets and in addition to this, every entrant will receive a £1 voucher off their next purchase of Recital. *L'Oréal. Tel: 01-937 5454.*

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Telephone 021-474 5201 Fax 021-430 3719

Euromonitor target men

Euromonitor's new Market Direction report on the international market for men's toiletries focuses on the UK French, Italian, US and West German markets.

Euromonitor say that the wet shave market seems to have benefited from a trend towards the clean-shaven look, with consequent slight gains in the razors, blades and shaving creams sectors.

In contrast to this, significant growth has been seen in the colognes and toilet waters markets, whilst the fastest growth has occurred in the skincare sector, even though this is still a very small part of the overall market.

Some 30 per cent of men are now purchasing products themselves, reducing the importance of women buyers, although women's gift purchases still play a significant role, say Euromonitor.

The slow breakdown in entrenched male attitudes to beauty aids has begun to bear fruit in those areas of the market not simply concerned with cleaning and shaving products. For example, male cleansers, moisturisers, shaving balms, hair dyes, styling gels and covering and bronzing cream cosmetics have all been growing in recent years say Euromonitor.

The UK market, currently worth over £300m is dominated by men's fragrances worth over £148 million, a major growth sector.

A trend towards wet shaving amongst younger men has produced reasonable sales growth in this sector, and new products, such as shaving gels, are expected to perform "extremely well" in the next few years.

The men's skincare market has been attracting a great deal of attention, but there is still a long way to go say Euromonitor with sales worth only around £1m a year, at present.

Short-term prospects for real growth are good, but the projected demographic decline in the core market of young males in the 1990s could affect the market adversely, they say.

Euromonitor predict that the total market should be worth £318m by 1992, with fragrances, the largest sector, worth £173m.

Mens Toiletries: The International Market costs £975. *Euromonitor Ltd. Tel: 01-251 8024.*

L'Oréal's hot Summer offers

L'Oréal have a bumper crop of offers on some of their biggest selling lines this Summer.

L'Oréal will be offering extra value packs on their Endergance shampoos, conditioners and Instant Curl Reviver from July, while stocks last.

They will also include extra value packs on their 200ml and 300ml size Elnett cans until June.

Studio Line will have extra value packs on its three styling gels: design, fixing and wet look; 250ml fixing spray; 150ml and 250ml sculpting and shaping mousses; and 200ml styling creme.

Les Blondissimes will feature new packs with marked flags that say "works without pre-lightening". The new Les Blondissimes packs will be merchandised on new space trays fitted with hair swatches to help consumers in their selection, say L'Oréal. And a promotion will offer a free 45ml Freestyle mousse banded to Les Blondissimes packs. This promotion will begin in May, and is available to all trade sectors, while stocks last.

Recital Highlight will feature a "send-away" offer for a free Studio Line styling spritz, which retails at £1.99. This offer is available to trade, while stocks last. *L'Oréal. Tel: 01-937 5454.*

Philips spend £1½m

A new £500,000 campaign for Philips Ladyshave breaks at the end of May in leading women's beauty magazines.

The adverts show the silhouette of a woman and put across the advantages of the Ladyshave in a "clear, eye-catching way", say Philips.

Philips say that the campaign will be seen 2.5 times by 55 per cent of the target market — of

16-34 year old women, and will run at the same time as a £200,000 advertising campaign for Philips Jet Set.

A second burst of advertising for Philips Ladyshave will run in the Autumn, and will once again feature the range of battery, mains and rechargeable products. *Philips Domestic Appliances and Personal Care Division. Tel: 01-689 2166.*

PHILIPS

ON TV NEXT WEEK

GTV Grampian
B Border
C Central
CTV Channel Islands
LWT London Weekend
C4 Channel 4

U Ulster
G Granada
A Anglia
TSW South West
TTV Thames Television
TV-am Breakfast
Television

SK Sky
STV Scotland (central)
Y Yorkshire
HTV Wales & West
TVS South
TT Tyne Tees

DDD's Stain Devils:	TV-am
DDD's Colour Run:	TV-am
Immac:	All areas
Listerine	All areas except TTV, LWT, and TVam
Natrel Plus:	All areas except CTV
Nice 'N Easy:	C, LWT
Preparation H:	GTV, U, STV, G, C, A, TVS
Showerfresh	All areas
Reach toothbrushes:	STV, A, TVS, TTV, TVam
Setlers:	All areas
Solpadeine:	All areas except U, CTV, TTV & C4
Togs:	TTV

Cuplex*

Salicylic acid, Lactic acid and Copper acetate

IN 1987 MORE DOCTORS PRESCRIBED CUPLEX THAN ANY OTHER WART TREATMENT

IN 1988 MORE DOCTORS PRESCRIBED CUPLEX THAN ANY OTHER WART TREATMENT



Cuplex contains only 11% salicylic acid and 4% lactic acid, yet is as effective as products containing 16.7% of both salicylic and lactic acid (1). Moreover, the self-occluding gel formulation means that messy applicators and expensive, time-consuming dressings are unnecessary — a gentle squeeze of the tube delivers Cuplex directly onto the wart and there's no risk of broken glass (always a worry with children).

Credit-card sized, plastic Compliance Cards containing clear, concise instructions for use are available on request. They also emphasise the need for regular applications, probable duration of treatment and where

whatever anyone else may tell you!

Cuplex can and cannot be used. They offer a durable backup to your advice and encourage correct, regular application. Thus, the treatment you prescribe is more likely to be effective.

All in all, it's hardly surprising that Cuplex is increasingly prescribed by doctors and recommended by pharmacists — it saves time and money for both patient and Health Service.

IT MAKES SENSE TO THINK OF CUPLEX FIRST

FURTHER INFORMATION IS AVAILABLE ON REQUEST FROM

SMITH & NEPHEW PHARMACEUTICALS LTD, RAMPTON ROAD, HAROLD HILL, ROMFORD, ESSEX RM3 8SL, ENGLAND. Tel: 04023 49333. Telex: 898058 SMINEPG, Fax: 04023 71316

1. Bunney, M.H. et al (1976) - Br J Derm 94 667-697

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Steriseal, FREEPOST, Redditch, Worcestershire B98 0BR. Telephone: (0527) 64222. Telex: 337171. Facsimile: (0527) 592111.

SCRIPT SPECIALS

Eminase treats heart attacks sooner

Beecham Research Laboratories' new thrombolytic Eminase gives heart attack victims the chance of treatment before admission to hospital (*C&D*, April 8, p595).

It is given by a single four to five minute intravenous injection rather than by prolonged infusion which requires hospital admission and further delay in treatment. The period during which the heart is starved of oxygen is thereby shortened and risk of cardiac damage reduced, an important factor in surviving the attack and allowing the patient to resume a full active life.

Beecham are hoping to embark on a major education programme to train GPs in its use.

After injection, the compound breaks down to lys-plasminogen-streptokinase activator complex which converts plasminogen to plasmin which in turn dissolves the fibrin of the thrombus. The effect last for several hours so that the incidence of early reocclusion is low and is less than 10 per cent in reported studies.

Manufacturer Beecham Research Laboratories, Great West Road, Brentford, Middlesex TW8 9BD

Description White to off-white sterile, freeze-dried solid, in vials containing 30u of anistreplase (p-anisolate (human) lys-plasminogen-streptokinase activator complex). It includes aminocaproic acid, human albumin, lysine hydrochloride, mannitol, p-amidinophenyl-p-anisate hydrochloride as solubilisers and stabilisers

Uses Treatment of acute myocardial infarction to establish reperfusion and reduce mortality

Dosage An intravenous injection of a single 30u dose given over four to five minutes. Reconstitute by dissolving contents in 5ml water for injections (5ml sodium chloride 0.9 per cent is a suitable alternative). To avoid foaming, the diluent should be directed against the vial wall and the powder dissolved by gentle swirling. Avoid shaking. Dissolves to give a clear or slightly turbid,

colourless to pale yellow solution

Side effects Early reactions include flushing, bradycardia and transient hypotension (usually within the first hour) and fever and nausea/vomiting (usually within six to 24 hours), but are not generally severe. Allergic reactions, including bronchoconstriction and anaphylaxis are uncommon. Others: bleeding from arterial and venous puncture sites is the most common complication associated with thrombolytic therapy. Haemoptysis, haematuria, haematemesis and melaena have been reported occasionally. Cerebrovascular accidents have been reported but the incidence is low and there has usually been a predisposing factor. For treatment of reactions, see Data Sheet

Contraindications, warnings, etc Do not use in situations associated with an increased risk of bleeding, such as following surgery or major trauma within the previous 10 days, within two months of neurosurgical procedure, patients with active gastro-intestinal bleeding in previous six months, history of cerebrovascular accident, severe uncontrolled hypertension, and women with heavy vaginal bleeding, see Data Sheet. Bleeding is the most common complication associated with Eminase and patients with any condition in which this constitutes a significant hazard, or would be particularly difficult to manage because of its location, should be monitored carefully. Invasive procedures should be kept to a minimum, see Data Sheet

Supply restrictions POM

Precautions Store at 2-8°C

Packs Single vials of Eminase 30u (£495), and packs of five (£2,475) iv injection pack of 1 vial 30u, a 5ml ampoule of water for injections and a 5ml disposable syringe and needle (£2,475, all prices trade)

Product licences 30u vial 0038/0353, water for injections 0038/0118

Issued May 1989

Asendis for depression

Manufacturer Lederle Laboratories, Fareham Rd, Gosport, Hampshire PO13 0AS

Description White flat, heptagonal tablets each containing 25mg amoxapine and engraved "L125"; orange, flat, scored, heptagonal tablets each containing 50mg amoxapine and engraved "L150"; blue, flat, scored, heptagonal tablets, each containing 100mg amoxapine and engraved "L1100" and white, flat, scored, heptagonal tablets, each containing amoxapine 150mg and engraved "L1150"

Uses Antidepressant for the symptomatic treatment of depressive illness

Dosage Adults: Initially 100 — 150mg daily increasing as necessary according to clinical response to 300mg daily in divided doses or one dose at night. Usual maintenance dose is 150 — 250mg daily. **Elderly:** Initial dose of 25mg twice daily increased under close supervision after five to seven days to a maximum of 50mg three times daily. Less than the normal dose may be sufficient to produce a satisfactory clinical response

Side effects Sedative and anticholinergic effects such as drowsiness, dry mouth, constipation and blurred vision. Less commonly, sweating, tremor and skin rash. Infrequently nausea, vomiting, diarrhoea, delayed micturition, menstrual irregularity, impotence, breast enlargement and galactorrhea. Convulsions have occurred rarely in doses outside the therapeutic range

Contraindications, warnings, etc Recent myocardial infarction, heart block or other cardiac arrhythmias, mania, severe liver disease. Patients posing a high suicidal risk need close initial supervision. Use carefully in narrow angle glaucoma, urinary retention or epilepsy. Elderly likely to experience adverse reactions especially agitation and confusion, in common with other antidepressants. The 150mg tablet is not suitable for initial treatment in the elderly. Rarely tardive dyskinesia, which subsided completely when

treatment was stopped, has occurred. May impair alertness, patients should be warned about the possible hazard when driving or operating machinery

Interactions Should not normally be given with or within two weeks of stopping monoamine oxidase inhibitor therapy. May decrease the anti-hypertensive effect of guanethidine, debrisoquine, bethanidine and possibly clonidine. Should not be given with sympathomimetics such as adrenaline, ephedrine, or noradrenaline. Anaesthetics may increase risk of arrhythmias and hypotension. Barbiturates may increase metabolism. May potentiate the central nervous depressant action of alcohol

Supply restrictions POM

Packs 25mg (£10.89); 50mg (£18.16); 100mg (£30.27) and 150mg (£45.09, all packs are 100s, all prices trade)

Product licences 25mg 0095/0056; 50mg /0057; 100mg /0058 and 150mg /0070

Issued May 1989

BRIEFS

Bristol-Myers have introduced Questran-A which contains aspartame as an alternative sweetener. Prices are £73.72 for the carry pack of 168 sachets and £8.78 for 20 (both prices trade). The existing formulation of Questran will remain. *Bristol-Myers Pharmaceuticals. Tle: 0895 639911.*

Napp say that a 56 tablet pack of Gastrobid Continus (£8.06 trade) will replace 28s from July. *Napp Laboratories Ltd. Tel: 0223 424444.*

Citanest vials 2 per cent (10ml by 5 £3.75) hospital packs are now available from, *Astra Pharmaceuticals Ltd. Tel: 09277 66191.*

Flolan infusion now has improved packaging, with a white and blue livery and red horizontal band. Infusion rate charts, a clearer reconstitution procedure and infusion/syringe pump labels are now included. *Wellcome Foundation Ltd. Tel: 0270 583151.*

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R'spex £9.99	18	5.00	90.00	179.82
Cases (1/2 eye)	10	25	2.50	5.00
Cases (full-size)	20	35	7.00	15.00
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All of which has made it an ideal family laxative for more than three decades.

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Either way, Senokot's the pharmacy's natural winner.





HEALTHY PACKED

Everyone looks forward to their holidays and for most they are trouble free. But there can be problems particularly now people are being more adventurous and travelling to exotic locations. Pharmacists are ideally placed to advise customers on how to prepare for their break by giving information on precautions before they go and what to pack to take with them to ensure they have a healthy holiday.

It seems the mild Winter may backfire on us this year with many makers of products to combat bites and stings and hay fever expecting a bad (or good, depending on your viewpoint) season. The lack of a good hard frost or a nice flurry of snow is thought to have left a lot more bugs, grubs and plants alive

through to this year, with the result that there may be a lot more of them around this year to bite us, sting us and generally get up our noses (in the case of pollen that is).

Not only that but there is a general trend towards people taking holidays in far off, more exotic places where diseases like malaria

abound, bringing further health risks.

With all this in mind *C&D* takes a look at how pharmacists can help customers with advice on avoiding many holiday hazards as well as what manufacturers are doing to provide much needed relief from the various nasties that may plague us this Summer.

Antimalarials: keep taking the tablets

Holidays to far off, exotic places have captured people's imaginations and more and more are being taken in preference to a two week package on one of the Costas. But travelling further afield does have its risks, particularly as far as health is concerned. Drug information specialist Steve Chaplin considers how pharmacists can help travellers to malarious regions avoid coming back with more than they bargained for.

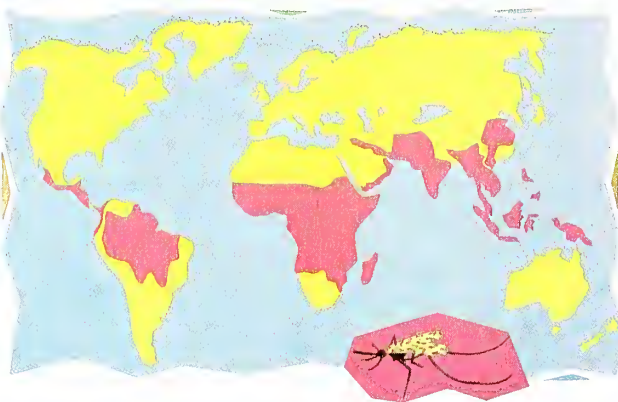
After the failure of an attempt to eradicate malaria worldwide during the 1950s, there is now a resurgence of the disease. It is estimated that worldwide there are 200 million cases of malaria annually. Of those infected, one million people die each year. Yet most of the increasingly adventurous tourists visiting the tropical and subtropical zones where malaria is endemic seem unaware of the risk, and of what they must do to reduce it. They are not alone. A recent survey of general practitioners found that about half were poorly informed about the spread of chloroquine resistance, some selected the wrong drugs for prophylaxis and one-third failed to give advice about non-pharmacological measures to avoid being bitten. There is a real need for community pharmacists to offer help and guidance to people who are travelling abroad, so that they will bring back a suntan and nothing more.

Infection cycle

Malaria results from infection by one of four protozoa, *Plasmodium falciparum*, *P. vivax*, *P. ovale* or *P. malariae*, for which man is the natural host. These organisms infect the salivary glands of the mosquito and are transmitted to man during feeding. Within 30 minutes, the protozoa infect cells in the liver. Here, they may lie dormant for months or years, or they divide asexually, when they enter the bloodstream in massive numbers and invade erythrocytes. Within the erythrocytes, further asexual division occurs ultimately causing cell lysis. The organism then invades unaffected erythrocytes to continue proliferation. The cycle is complete when a mosquito is infected after feeding from a human with active malaria.

The four types of protozoa differ in the duration of the reproductive phases. Only *P. vivax* and *P. ovale* have a significant dormant phase and cause relapsing malaria. The erythrocytic phase is 48 hours for all except *P. malariae*, producing a characteristic cycle of symptoms which is linked to the diurnal rhythms of the host. *P. falciparum* causes a severe, and potentially fatal acute illness whereas the vague symptoms due to infection by *P. malariae* persist for up to 50 years. It is *P. falciparum* that is currently causing most concern because of the spread of strains resistant to standard treatment.

The normal incubation period between the mosquito bite and the development of symptoms is 7-14 days. The clinical appearance of malaria often begins with 'flu-like' symptoms such as malaise, headache, fever and myalgia. This culminates in an acute episode which coincides with lysis of



Reproduced from "The traveller's guide to health" (leaflet SA40 prepared by the Department of Health and Central Office of Information). Copies can be ordered free by phoning 0800 555 777. Areas in red denote where malaria can be caught.

erythrocytes, beginning with a feeling of cold followed by violent shaking, vasoconstriction and high fever. This is followed by prostration, throbbing headache and palpitations. Finally, the fever 'breaks' with a drenching sweat followed by sleep. This attack, which lasts for up to 12 hours, is repeated according to the cycle of the protozoan.

In the case of *P. falciparum*, there is no clear periodicity and constant fever and daily attacks are common. Coma, pulmonary

oedema, hypertension, renal failure and hypoglycaemia are signs of severe falciparum malaria which may be fatal. The long-term complications of other types of malaria include anaemia, splenomegaly, and jaundice, in addition to periodic relapses but the mortality is low.

Protection against malaria is two-fold. The first part is neglected by the public and professionals alike. Chemoprophylaxis cannot

continued on p874

Sources of prophylactic advice

A taped message compiled by the Malaria Reference Laboratory (01-636 7921) recommends the following prophylaxis.

Zone A Bangladesh, India, Nepal, Pakistan, Sri Lanka, African countries South of the Sahara, South America except major cities: Paludrine 2 daily; chloroquine 2 each week.

Zone B Burma, Kampuchea, Indonesia, Laos, Malaysia, Philippines, Papua New Guinea, Solomon Islands, Vanuatu, Thailand, Vietnam: Chloroquine 2 each week; Maloprim (POM) one a week.

Zone C Central America, Maldives, Mauritius, Middle East, and tourist or business travel in China: Paludrine 2 daily.

Antimalarial tablets are not needed in Bangkok, Ptia, Phuket, Kuala Lumpur, Penang, Singapore, Hong Kong, the Seychelles, Tunisia, or Mediterranean and Aegean coastal resorts in Turkey.

Take tablets after food for one week before exposure, while there, and for a minimum of four weeks afterwards. Details of children's doses are in the BNF.

Use protection: use insect repellent, sleep under a mosquito net, cover arms and legs from dusk to dawn. If you get flu-like symptoms or fever go to your doctor immediately as you may have malaria.

If you are pregnant or visiting more than one malarious zone call 01-636 3924 9.30am-10.30am or 2pm-3pm, Mon-Fri except bank holidays, when staff will try to deal the calls personally. For clinical advice on treatment of patients call the Hospital for Tropical Diseases on 01-387 4411 and ask to speak to the duty medical officer.

Advice on prophylaxis and treatment is also available from: Birmingham (021 772 4311) Glasgow (041 946 7120) and Liverpool (051 708 9393).

Printed in the latest *Pink Supplement* is a new chart put together by the National Pharmaceutical Association's information department for members, listing countries alphabetically with areas and times of risk and which antimalarial drug regimen is needed. Further details are available to members from the information department. The information is valid until October 31 when a new chart is to be sent out to members.

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STINGOSE quickly and effectively deactivated the poison with no side effects.

It proved to be the ideal antidote.

STINGOSE is an essential first aid item for anyone who enjoys the outdoor life from the intrepid explorer to the Sunday picknicker.

So if you want to put a real bite

into your sales, stock and display STINGOSE in its eye catching pack.



continued from p872

guarantee full protection against infection, so travellers must take measures to protect themselves from being bitten. These include the use of insect repellents such as diethyl toluamide (which may need to be impregnated into clothing and nets, depending on the type of holiday), spraying accommodation in the late afternoon, wearing long-sleeved clothing with cuffs, and always sleeping under nets.

Variable risk

Regular prophylaxis, with drugs selected according to the type of malaria endemic in the area to be visited, is essential because these preventive measures do not guarantee protection. The risk varies even within regions, where hotel accommodation in cities often presents little danger even when the surrounding countryside is high risk. If the holiday is mainly within a city but with visits to the countryside, it is important to establish whether there will be a stopover which lasts into the period between dusk and dawn — the peak feeding time for mosquitoes. A supply of prophylactic drugs can then be provided in case this occurs. It is important to note that not all warm regions are affected — malaria-free regions include Singapore and Hong Kong, for example.

There are currently three drugs recommended for the prophylaxis of malaria: chloroquine, proguanil and Maloprim, a combination of dapsone and pyrimethamine. Maloprim is a Prescription Only Medicine but chloroquine and proguanil may be supplied OTC for malaria prophylaxis. The mechanism of action of chloroquine is unclear, although it appears to interfere with protozoal protein

synthesis and haemoglobin metabolism. Chloroquine kills the erythrocytic plasmodial form, but it lacks activity against exo-erythrocytic forms and therefore does not eradicate the dormant infection by *P. vivax* and *P. ovale*. Resistance to chloroquine among *P. falciparum* is spreading and some centres do not recommend this drug for use alone.

At the recommended prophylactic dose of 300mg (calculated as base, equivalent to two tablets of either phosphate or sulphate) taken on the same day each week, chloroquine has few adverse effects. Nausea may be reduced by taking the dose with food and other minor side effects include headache and rashes. It is sometimes recommended that chloroquine is stopped when a cumulative dose of 100g is reached to prevent the development of retinopathy, but it is unclear how great the risk is at this dose. At prophylactic doses, chloroquine is believed to present less risk than malaria during pregnancy and breastfeeding.

Resistance

Proguanil is metabolised to cycloguanil, an inhibitor of folate metabolism. It is active against tissue forms of plasmodium. Although resistance may develop to proguanil, its geographical spread is poorly documented and it is sometimes recommended as an alternative to chloroquine for use alone. Proguanil is often used in a dose of 200mg daily, in combination with chloroquine in areas with a low degree of chloroquine resistance, such as parts of India and South America. Adverse reactions to proguanil are uncommon and include gastrointestinal upsets. Proguanil can be used in combination with chloroquine

during pregnancy and breast feeding.

Both components of Maloprim interfere with folate metabolism but their combination enhances this effect and reduces the risk of resistance. Maloprim, which is mainly active against *P. falciparum*, is normally given at a dose of one tablet once weekly with chloroquine for areas with a high degree of chloroquine resistance, including many parts of South-East Asia. Adverse effects are rare, although rashes (probably caused by dapsone) have been reported. Agranulocytosis has been reported after doubling the recommended dose to twice weekly. Maloprim is not recommended for use during the first 12 and last two weeks of pregnancy or during breast feeding.

Prophylaxis changes

Because the patterns of resistance change, it is always worth checking on the current recommendations for malaria prophylaxis with one of the specialist centres or alternative sources of information such as the NPA's list published periodically in *The Pink Supplement*. Children's doses can be calculated by weight using tables in the BNF or other references, but Maloprim is not recommended for children younger than six weeks because the drug's metabolism may be impaired. Prospective travellers should also be advised of the limitations of prophylaxis and of the importance of beginning prophylaxis before departure (some authorities specify one week, other two days, before) and to continue for at least four (some say six) weeks after return. Failure to do so will cause a loss of protection because of the incubation period of the parasite.



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excerpt

The Lancet,
September 10, 1988

"When used sensibly insect repellents are advantageous and safe, but the potential toxicity of DEET (Diethyltoluamide) is high and the use of repellents containing more than 50% DEET should be avoided in infants and young children..."

Shoo!
contains no DEET

Distributed by
International Laboratories Limited
Charwell House · Wilton Road · Alton · Hampshire GU34 2TJ
Telephone: (0420) 88174 · Telex: 858491 INTLAB G · Fax: (0420) 89376



Last year more people used Optrex than the leading aspirin brand.*

Who'd have thought it?

Optrex is the seventh largest medicine range sold over the counter in pharmacies.

One in four adults now use it. (We sold over 5 million packs last year.)

This year we've already unveiled our new range of pack designs.

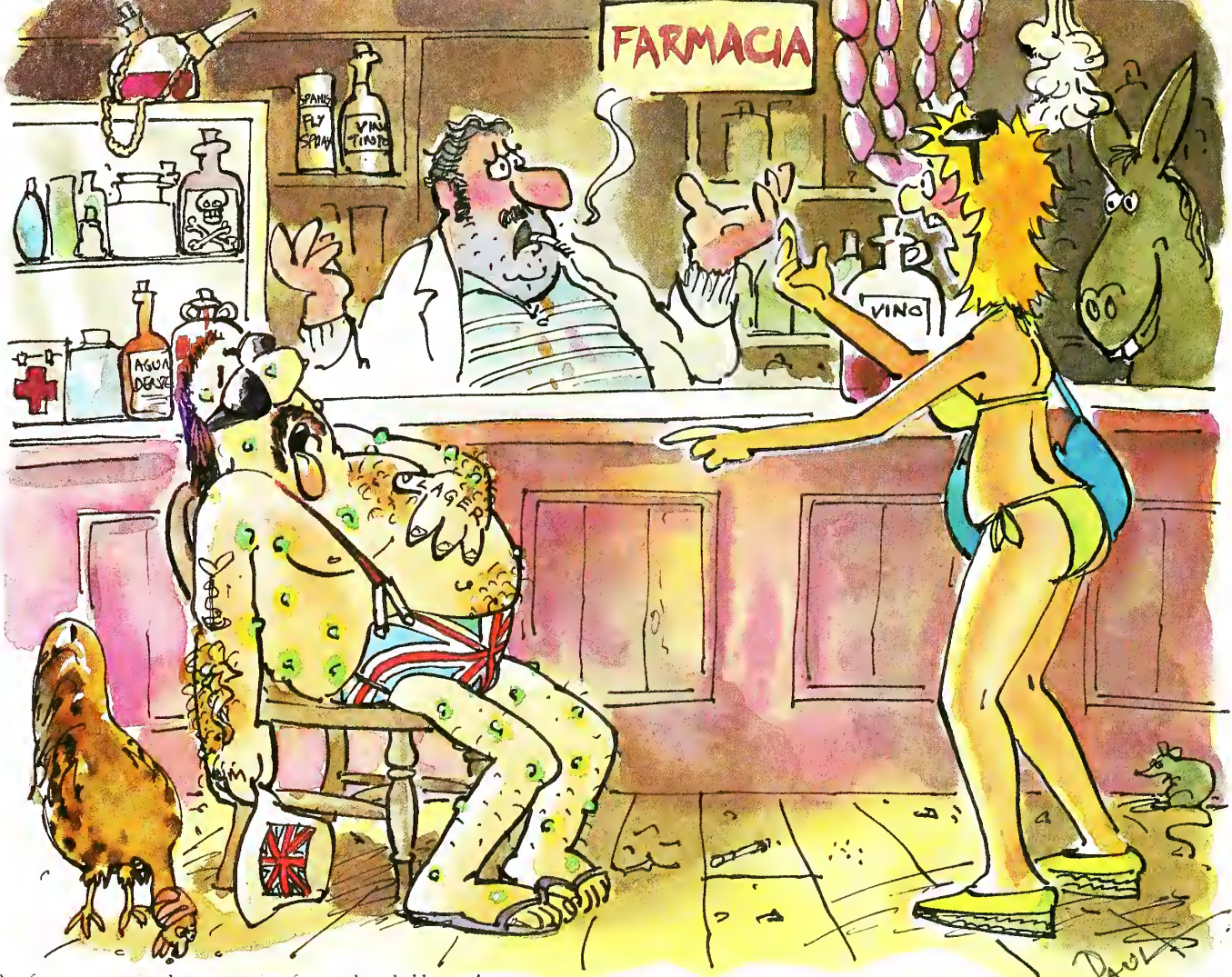
In June we will be spending £1.8 million

running our highly successful TV commercial.

So who knows, we may rise even higher than number seven.

But before you rush off and stock up with Optrex, we suggest you check your supplies of headache tablets too. With all this activity numbers one, two, three, four, five and six are bound to need some.





Par favor, recomendene somezing for zee dreaded lurgee!

Parlez-vous Anglais?

You are in Spain and don't feel well. You don't speak a word of Spanish and the courier seems to spend more of her time on the back of a motorbike with a swarthy Spanish youth than in the resort. Or you are travelling through Greece when you are bitten by a snake. In the village no-one speaks any English and your Greek owes more to classical mythology than the present day. Communication in such circumstances can be a problem, but help is at hand, courtesy of TCP

No-one wants to be ill on holiday. Sadly however, a visit to a doctor, dentist or pharmacist in a foreign country may be necessary and while school language courses can give you the basics, words like stomach, bladder, high blood pressure and numbness rarely find their way into the vocab books.

How many people know that if you lose a filling on the beach while gnashing your teeth at the Germans who have taken all the

sunbeds, and the pain is so excruciating that a visit to the dentist cannot be delayed until your return, "J'ai perdu un plombage", in France, "Ho perduto un'otturazione" in Italy, and "Se me ha caído un empaste" in Spain will explain the problem in a nutshell.

The "TCP phrasebook and guide to holiday health" is full of "every day" medical phrases in French, Spanish, Italian and Greek to help the Brit abroad communicate with health professionals. The sentences range from the oft-required "I have sunburn" — "Tengo quemaduras de sol" as you might tell a pharmacist in Malaga — and "I have diarrhoea", which not surprisingly perhaps is a term little changed throughout Europe, to the rather more complicated "I have a tingling pain in my..." which in Venice might be rendered as "Ho dolore e formicolio a..."

The book is intended to be used as a bridge between the patient and doctor, dentist or pharmacist. A "Dear Doctor" letter in each of the four languages explains the use of the book. Doctors are asked to use the phrases included, and patients can point to translations of what they want to say in return. Those who are adventurous can use the examples as a guide, though a knowledge of the Greek alphabet would be an advantage as, for the most part, there is no phonetic translation.

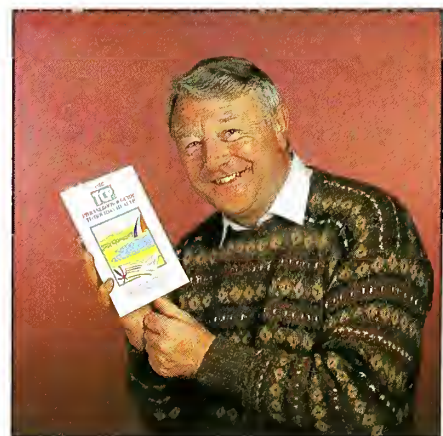
The phrasebook section includes useful phrases that might come in handy when you are using the phone in an emergency, translations of body parts, a section on describing your ailment, questions the doctor might ask you, diagnosis and remedy, and an "at the chemist" to help with purchases of remedies for minor ailment and with getting prescriptions dispensed.

The book is also a helpful guide to holidaying abroad and includes details on how

to make arrangements for reciprocal free health service treatment in the countries you are visiting. There is nothing worse than receiving minor treatment like a few stitches, for example, and then having to fork out £30 of your precious spending money for the doctor's time and effort.

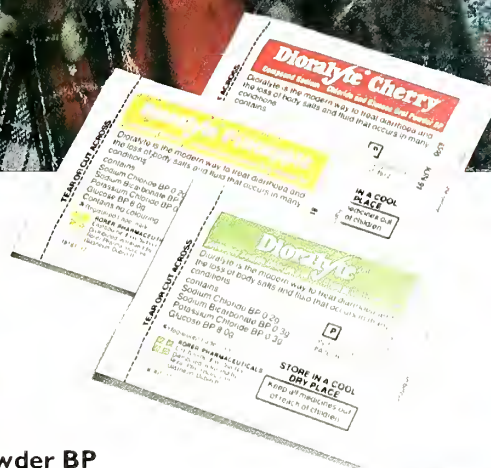
Sections on taking children and disabled people abroad, a list of useful addresses and basic travel information on the four countries featured complete the package.

So, if you want to know what your French doctor is about to do when he says "Je vais vous faire une piqure", or if "Y viva Espana" or "Mama mia" are about your limit, this could be the book for you... just in case.



Copies of the "TCP phrasebook and guide to holiday health", shown here by television presenter and travel journalist John Carter, are available from: Lindsay Morgan, Cameron Choat & Partners, Bury House, 126 Cromwell Road, London SW7 4ET.

To control fluid and electrolyte loss in diarrhoea...



Dioralyte[®]

Compound Sodium Chloride and Glucose Powder BP

PRODUCT INFORMATION

PRESENTATION, Compound Sodium Chloride and Glucose Powder BP in foil laminate sachets each containing: Sodium Chloride BP 0.20g Potassium Chloride BP 0.30g Sodium Bicarbonate BP 0.30g Glucose BP 8.00g. **USES** Oral correction of fluid and electrolyte loss in infants, children and adults. For the management of watery diarrhoea of varying aetiologies, including gastroenteritis, in all age groups.

RECONSTITUTION The contents of each sachet should be dissolved in 200ml (approximately 7 fluid ounces) of drinking water. Use fresh drinking water for adults and children. For infants, and where drinking water is unavailable, the water should be freshly boiled and cooled. The solution should be made up immediately before use. If refrigerated, the solution may be stored for up to 24 hours, otherwise any solution remaining an hour after reconstitution should be discarded. The solution must not be boiled. **DOSAGE** The actual volume of reconstituted Dioralyte taken should be determined by the clinician, depending on the patient's weight and the stage and severity of the condition. A basic principle of treatment of diarrhoea is to replace lost fluid and then to maintain sufficient fluid intake to replace further loss from stools. Daily intake may be based on a volume of 150ml/kg body weight for infants and 20-40ml/kg body weight for adults and children. A reasonable approximation is: **Infants** - One to one and a half times the usual feed volume. **Children** - One sachet after every loose motion. **Adults** - One or two sachets after every loose motion. More may be required initially to ensure early and full volume repletion. In the initial stages (24 hours) of treatment of diarrhoea all foods, including cow's or artificial milk, should be stopped. After 24-28 hours, when symptoms have subsided, the normal diet should be resumed, but this should be gradual to avoid worsening or prolonging the diarrhoea. **CONTRA-INDICATIONS** There are no known contraindications to Dioralyte. However there may be a number of conditions where treatment with Dioralyte will be inappropriate e.g. intestinal obstruction requiring surgical intervention. **PRECAUTIONS** For oral administration only. Dioralyte should not be reconstituted in diluents other than water. Each sachet should always be dissolved in 200ml of water. **WARNING** Cow's milk and artificial milk feeds in infants should be stopped for 24 hours and gradually reintroduced when the diarrhoea has lessened. However, breast feeding should be continued.

PHARMACEUTICAL PRECAUTIONS The sachet should be stored in a cool, dry place. **LEGAL CATEGORY P. PACK QUANTITY** Pack of 20 sachets. **BASIC NHS COST** 21p per sachet. **PRODUCT LICENCE NUMBERS** Dioralyte PL 0231/0043 Dioralyte Cherry PL 0231/0067 Dioralyte Pineapple PL 0231/0068. **®** Registered Trademark. Full prescribing information and further information is available on request to the company.



Rorer Pharmaceuticals
EASTBOURNE
East Sussex

PO649 Jan 89



Trying to repel all biters

According to Nielsen Marketing Research the market for insect repellents through pharmacies excluding Boots was worth £910,800 in the year to the end of 1988 — 21.3 per cent up on the previous 12 months.

The Jungle Formula Company estimate that the total UK market for personal insect repellents was worth around £3.7m at rsp last year and that pharmacies (including Boots) accounted for some 80 per cent of sales.

For their own brand the company claims a 30 per cent share in value and despite what it sees as a downturn in mass market holidays, and predict further market growth in the region of 5-10 per cent. The growth is expected to come from increasing numbers of long haul holidays and the arrival of products like the recently-launched Jungle Formula plus UV sunscreens, which has been very well received by the trade, managing director Tom Lowes told *C&D*.

June issues of women's magazines see the start of a £100,000 promotional campaign for Jungle Formula backed by PR activity. Promotional offers are available to the trade with special parcel offers and a new merchandising unit from pharmacy distributor Chefaro Proprietaries.

Bayer claim Autan is market leader in the insect repellent market with a 55 per cent value share. They see the market as being worth as much as £5m with growth expected at around 10 per cent depending, of course, on the Summer weather.

Promotional activity includes POS material such as shelf talkers and showcards. Bayer suggest insect repellents should be placed next to sun tanning lotions because that is

repellent was up 37 per cent.

The company plans to try to get some publicity in national newspapers based on an article which appeared in *The Lancet* last September which said that serious consideration should be given to withdrawing products containing high concentrations (over 75 per cent) of DEET (diethyltoluamide) from general use following studies showing quite severe reactions to preparations containing

50-75 per cent DEET applied to adult skin.

The Lancet concludes that when used sensibly insect repellents are advantageous and safe, but the potential toxicity of DEET is high and the use of repellents containing more than 50 per cent DEET should be avoided in infants and young children because of their thinner skin and greater surface area:mass ratio. Frequent total body application of DEET for days or weeks should be avoided.

Early action to help deal with being stung

Chancellor Group estimate the bites and stings treatment market is worth somewhere around £3m at rsp including topical hydrocortisone products which when excluded, according to DeWitt International, brings the sector's value to about £2-2.5m. Nielsen Marketing Research calculate that last year sales of bites and stings products through independent pharmacies (excluding Boots) reach £1.75m — down 5.2 per cent on 1987.

Chancellor are promoting their Stingose brand with a PR campaign this season as well as through organisations such as St John Ambulance, parent teacher associations and Guide groups. POS material — shelf talkers and wobblers — are available from representatives or the company direct.

DeWitt International are advertising After Bite early this year because following the mild Winter more bugs and grubs are expected to have survived from last year which could mean early appearances of pests such as midges and mosquitos. Advertising in national Press and some specialist magazines begins this month, with another burst scheduled for July/August when the wasps are expected to be doing their worst.

DeWitt are also sending out window stickers which feature the advertising line



Lana-sting ready for Summer hols

"Takes the sting out of Summer."

Lana-sting is to be advertised in national Press and on selected radio stations this Summer in a campaign scheduled to run in the peak months of July and August, say Combe International.

A new security display unit for the product is 'blister' packed and holds six creme and four sprays.

Kirby-Warrick's holiday products — Lacto Calamine, Puritabs, and Solarcaine — are being promoted this Summer with a campaign aimed at stimulating coverage in women's and family magazines, national and regional newspapers, and local weekly papers, says the company.

A new counter stand (Counterpoints May 6, p768) will enable pharmacists to put the products to the fore.

This Summer Care Laboratories' representatives will be offering pharmacists a bonus deal of 12 tubes of Medicort free with every 12 tubes purchased.



New POS for Jungle Formula

where most people would expect to find them.

Pharmacists are to be offered discounts on Shoo insect repellent via a direct mailing from distributors International Laboratories.

The offer is for 25 per cent off orders of 24 units — ie a dozen lotions and a dozen wipes — or 20 per cent off orders of 12 units — ie a dozen wipes or a dozen lotions.

Woodside Laboratories who make Shoo say that despite a poor insect and midge season last year their turnover on the insect



After Bite on display

£450,000

PRESS CAMPAIGN THIS SUMMER

SYMPTOM
RELIEF

ORAL
REHYDRATION



A breakthrough in the treatment of diarrhoea

Beecham Diocare, a new pharmacy only product, is a major innovation in the treatment of diarrhoea.

As you would expect, it stops diarrhoea fast and effectively. But in addition, Beecham Diocare replaces essential salts and fluids.

This unique combination means that, for the first time, the essential benefits of symptomatic relief and oral

rehydration therapy are available in a single product.

A pleasant-tasting orange drink, Beecham Diocare is suitable for all the family, even for children of 6 years and over. The sachet presentation makes it ideal for use at home or abroad.

You can recommend Beecham Diocare, confident that no other anti-diarrhoeal meets sufferers' needs so completely.

BEECHAM
Diocare

the only all-round
solution.

Pharmacy only

Beecham No.1
Health in O.T.C.
Care Medicines

Recommend the **Aller-eze** There's no faster



Aller-eze
Elixir

LONG LASTING ALLERGY RELIEF



FOR CHILDREN
3-12 YEARS

Aller-eze 10 TABLETS
LONG LASTING ALLERGY RELIEF

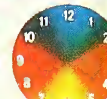
Aller-eze

LONG LASTING ALLERGY RELIEF



FAST ACTING RELIEF FROM
● HAY FEVER SYMPTOMS
● ITCHY WATERY EYES
● INSECT BITES AND SKIN
ALLERGIES

RELIEF WITHOUT DROWSINESS FOR 90% OF USER



RELIEF WITH

Aller-eze **PRESENTATION:** Tablets; each tablet contains 1.34mg clemastine hydrogen fumarate USP equivalent to 1mg clemastine base. Elixir, each 5ml contains clemastine hydrogen fumarate equivalent to 500 micrograms clemastine base. **USES:** Principal Action: Clemastine is a potent, and long-acting antihistamine. **Indications:** Allergic rhinitis, including hay fever, perennial rhinitis and vasomotor rhinitis. Dermatoses, including pruritus, atopic eczema, contact dermatitis and other allergic dermatoses. Urticaria. Angioneurotic oedema. Drug allergy. **RECOMMENDED DOSE:** Tablets. Adults and children over 12 years: 1 tablet night and morning. Children 3-6 years: 1/2 tablet night and morning, 7-12 years: 1/2-1 tablet night and morning. Tablets should be taken with water before meals. Elixir, children 3-6 years: 5 ml syrup before breakfast and at bedtime; 7-12 years: 7 1/2 ml syrup before breakfast and at bedtime. Adults and children over 12 years: two 5 ml spoonfuls night and morning. Children receiving this product should be carefully supervised to avoid accidental mishap. **CONTRA-INDICATIONS, WARNINGS:** Precautions: As with other antihistamines, patients should be warned not to drive a vehicle or operate machinery until the effect of Aller-eze treatment is determined.

Aller-eze may potentiate the effects of sedatives and alcohol. This product should not be given to pregnant lactating women without their doctor's consent. Patients currently taking prescribed medicines should be advised to consult their doctor before taking Aller-eze. **Side Effects:** Aller-eze does not cause drowsiness for 90% of users. In those few cases where it does occur it is usually mild and transient and lessens or disappears after two to three days. **PHARMACEUTICAL PRECAUTIONS:** Keep in a cool, dry place. Protect tablets from light. **LEG** **CATEGORY:** [P] **PRODUCT LICENCE NUMBER:** Tablets 0255/0016. Elixir 0255/0018.

Aller-eze Plus **PRESENTATION:** Tablets; each tablet contains 670 micrograms clemastine hydrogen fumarate USP equivalent to 500 micrograms clemastine base plus 25mg phenylpropanolamine hydrochloride BP. **USES:** Principal Action: Clemastine combined with the decongestant phenylpropanolamine. **Indications:** Effective relief of nasal and sinus congestion, hay fever and other allergy symptoms. **RECOMMENDED DOSE:** Adults: One tablet every

e range.
relief.

ALLERGY RELIEF

12 TABLETS
ECONGESTANT
e Plus
ECONGESTANT
RELIEF FROM
AND SINUS
ESTION
EVER AND OTHER
GY SYMPTOMS
S FOR 90% OF USERS

Maximum of 4 tablets per day. Do not exceed stated dose. Children Not recommended
CONTRA-INDICATIONS, WARNINGS: Precautions: As for Aller eze Tablets NOTE: As with other products
containing phenylpropanolamine, Aller eze Plus should not be taken by patients receiving antihypertensive agents,
within two weeks of taking M.A.O.I.'s. Caution is also indicated in patients with heart disease, narrow angle
glaucoma, stenosing peptic ulcer, pyloroduodenal obstruction, symptomatic prostatic hypertrophy, bladder neck
obstruction, diabetes mellitus and uncontrolled hyperthyroidism. Patients currently taking prescribed medicines,
particularly for the conditions listed above, should be advised to consult their doctor before taking Aller eze Plus.
Effects: With Aller eze Plus at normal dosage, drowsiness is seldom experienced and if it does occur it is
usually mild and transient and often this effect lessens or disappears after the first few tablets.
PHARMACEUTICAL PRECAUTIONS: Keep in a cool, dry place. Protect tablets from light. LEGAL CATEGORY:
PRODUCT LICENCE NUMBER: 0255/0019 PRODUCT LICENCE HOLDER: Intercare Products Limited,
Birmingham, Berks

Fast and long-lasting

Clinical studies show clemastine to be fast acting,
on average taking 30 minutes for onset of action
and a long duration of action averaging
10-12 hours.

High efficacy with lack of drowsiness

Published clinical studies in 10,000 patients showed
the antihistaminic effect of clemastine to have a
high efficacy rate of 84% and in only 8.5% of
patients was any incidence of drowsiness reported.
If it does occur, it is usually mild and transient.

Wide allergy relief range

Aller•eze for streaming hay fever, insect bites, stings
and allergic reactions.

Aller•eze Plus for congested hay fever and summer
colds.

Aller•eze Elixir, peach flavoured and sugar free,
specially for children over 3 years old.

£700,000 National T.V. campaign

Throughout the hay fever season a new television
commercial will be aired nationally, reaching over
70% of all adults on an average of five times.

There will also be attractive bonuses available from
your wholesaler or Intercare representative to help
maximise your hay fever profits.

Make sure you display
the **Aller•eze P.O.S.**
material to maximise your
hayfever sales



Aller•eze

Fast acting, long-lasting
allergy relief



A SANDOZ COMPANY

Building brands for you and your customers.



**PERFECT
TRAVELLING
COMPANIONS**



**DON'T LET YOUR CUSTOMERS
LEAVE HOME WITHOUT THEM!**

EVANS

LANGHURST, HORSHAM, WEST SUSSEX RH12 4QD

Travel sickness not all at sea

Nicholas Laboratories claim number two position in the £2.2m OTC travel sickness market (figures to June last year) with Kwells. Year on Year growth for the brand is claimed to be almost 25 per cent.

Support for the product this year comes in the form of a range of point of sale material and a competition for counter assistants entitled "Broadway Beckons". Two top prizes in the competition include a three day return trip to New York for two, £200 spending money and a ticket for a Broadway show of their choice. Fifty runners up will each receive a travelling iron, say Nicholas Laboratories. PR support for Kwells includes competitions and production of a Kwells consumer leaflet, the company adds.

Wellcome are advertising Marzine RF in the "Thomson Travel Holiday Guide" and *All Abroad* holiday magazine. Over a million holidaymakers are expected to see the advertisement, says the company.

New POS for the brand includes a counter tower that holds 12 packs and a showcard.



Word search with Marzine RF

For pharmacy assistants there is a wordsearch competition with a hundred prizes of Marks & Spencer vouchers each worth £10. Entry forms are available from Wellcome representatives and have to be returned by the end of September.

Stugeron, celebrating its tenth birthday this month, has recently been repackaged (*Counterpoints* April 1, p506) following a survey in which pharmacists said the original packaging style did not identify clearly enough that the product is a family medicine for all types of travel.

Ellie Hughes, group product manager for Janssen's Pharmacy Division says that of those pharmacists who recommend Stugeron

'Upset stomachs' add to Summer sales

It seems that some of us who indulge in too much free vino or fancy foreign fare are turning to Andrews to help get over the after effects.

Sterling Health say they notice a definite upturn in sales of Andrews in the Summer as well as during the festive season (see indices below).

To pick up on the Summer sales, Andrews Answer is to be on national television for five weeks from the beginning of next month, say Sterling Health.

A similar Summer boost to sales is seen with products such as Cymalon, with a 5 per cent uplift in volume sales, the company adds.

Total market for effervescent through pharmacies

Year	Bi-month period					
	Jan/Feb	Mar/Apr	May/Jun	Jul/Aug	Sep/Oct	Nov/Dec
1987	128	87	93	105	97	89
1988	122	86	93	104	97	98

Market for Andrews through pharmacies

	Jan/Feb	Mar/Apr	May/Jun	Jul/Aug	Sep/Oct	Nov/Dec
1987	123	93	95	108	95	81
1988	115	93	97	108	95	92

% Andrews sales through pharmacies

	Jan/Feb	Mar/Apr	May/Jun	Jul/Aug	Sep/Oct	Nov/Dec
1988	19	15	16	18	16	15

51 per cent do so because it is less likely to cause drowsiness than other products and because they believe it is more effective. Studies have shown that in a population of which one third of the people are likely to suffer from travel sickness, 88 per cent of adults affected considered Stugeron to be better than other products. "It is not surprising that it is not only market leader but also the number one brand recommended by pharmacists," say Janssen.

Pharmacists who would like POS material to support the new packs should contact their local representative or the company direct. From the beginning of next month Evans Medical will be offering pharmacists bonuses on Sea Legs and Acriflex.

Company representatives will be offering pharmacists the deals along with some new POS material featuring a pack of Sea Legs and a tube of Acriflex walking 'hand in hand' with bucket and spade along a beach.

Evans say that any pharmacists not visited by a company representative who would like to receive the POS material can contact them direct at their Horsham office.

Acriflex is seen as a niche product positioned for use against burns, although it can be used as a general skin antiseptic, Evans also point out.

Sales of Sea Legs have steadily improved since Evans took the product over. One drawback with it is that many people think it is useful only for preventing sea sickness when of course it can be used to help prevent all types of motion sickness, say Evans. Similarly

the fact that the product is one of those which causes drowsiness is seen as a disadvantage by many. But it can be a positive benefit for children get through a tiring journey, for example, when it helps them to sleep.

Holiday prizes from display

Independent pharmacists who have not decided where they want to go on holiday this year or who are in need of some new luggage should perhaps try their luck in the prize draw being organised by Crookes Healthcare to promote their repackaged Optrex brand.

Top prize in the draw is a holiday for two, with ten weekend breaks and 20 sets of luggage for the runners up.

To qualify for the draw pharmacists must display Optrex POS material and return a signed ticket saying they have done so.

From next month Optrex is being advertised in a £1.8m television campaign with a second burst scheduled for the end of July. The commercial uses last year's "Wonderful World" theme.

All set for the big breeze

Allereze is to feature in a £700,000 national television advertising campaign breaking this Summer which Intercare say will reach over 70 per cent of adults an average of five times.

Intercare believe pollen counts are set to soar this year following the mild winter which left many more plants alive than usual and which the company feels could produce a "bumper crop of pollen".



Antidiarrhoeals a growing sector in pharmacy

Pharmacies (excluding Boots) sold £6.8m worth of antidiarrhoeal products in the year to the end of 1988 — almost 22 per cent more than in the previous 12 months — according to the latest data from Nielsen Marketing Research.

This Summer Rorer are supporting Dioralyte with posters in GP surgeries and POS showcards for pharmacy. The posters recommend that advice on medical supplies for holidays should be sought from GPs or pharmacists.

Dioralyte also features in a promotion entitled "Just the ticket" being run in conjunction with Berk Pharmaceuticals. Running throughout the Summer, the promotion features the range of consumer products from Rorer including Asilone and Dioralyte. The top prize is a holiday, with runner-up prizes of £100 Thomas Cook holiday vouchers.

Further information on the promotion is available from Berk Pharmaceuticals representatives or from Rorer Consumer Products.

Beecham Health Care are supporting Diocare with a £450,000 national Press campaign which began this month and which continues through the peak holiday season targeted at mothers and people going on holiday abroad. POS leaflets supplement the educational content of the advertisement,

says the company.

Along with Diocare, Diocalm is to be included in a display programme this year which includes units, window display material, consumer leaflets and a sales assistant competition, say Beecham.

PR coverage featuring radio interviews and holiday health tips is also planned to complement the Press advertising.

Janssen Pharmaceutical recently launched Arret in packs of 18 capsules in response to the increase in the number of long-haul holidays being taken and the fact that people are taking longer breaks. At the same time the packaging has been updated, and now includes the claim "There's no quicker way to stop diarrhoea" which is used in advertising the brand.

Janssen claim that Arret accounts for 23 per cent by value of the growing OTC antidiarrhoeal market.

The product is to feature in television advertising this Summer: it is scheduled to appear on TV-am for five weeks from July to August with regional "top ups" on Tyne Tees, Yorkshire and in Scotland for four weeks in June and July. Janssen say they are also planning a 16 week national Press campaign from this month through to August. An advertisement in *Avis Rentacar's* magazine *Personally Yours* is aimed more at business travellers, say Janssen.

"How to have a happy holiday" is a free leaflet put together by Janssen with advice on how to deal with problems such as bites, stings, water sterilisation, cuts, bruises, sunburn and other holiday hazards. In many instances, the leaflet suggests going to a pharmacist for advice and products.

To complement the leaflet there is a three hour re-useable VHS video tape with a 16

minute recording on holiday health tips which consumers can send away for using a coupon on the "happy holiday" leaflets. It costs £5.99.

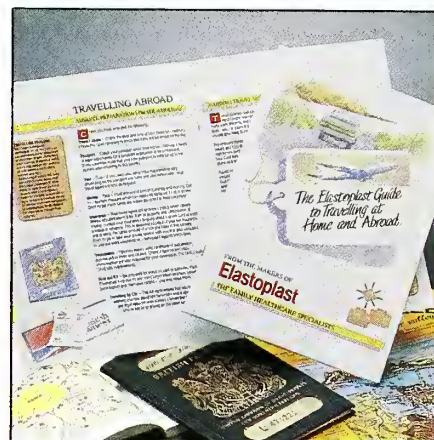
Pharmacists can obtain copies of the leaflet and a video which they can use to show customers, either by contacting their local company representative or Janssen direct.

Plasters are not just a FAD

In the year to the end of 1988, pharmacies (excluding Boots) sold £12.86m worth of first aid dressings (plasters, also known as FAD) — almost 10 per cent more than the previous year, according to information from Nielsen Marketing Research. In 1988, food outlets accounted for some 61.3 per cent of FAD sales with pharmacies taking 38.7 per cent, say Nielsen. The breakdown excludes sales by drug stores and Boots.

Smith & Nephew estimate the total UK market for first aid dressings in 1988 was worth around £24m at rsp, and expect the market to grow by around 7 per cent in value this year. The company claims brand leadership for Elastoplast with a 50 per cent value share of the total market.

In independent pharmacies Smith & Nephew say their share runs at over 70 per cent of sales.



Elastoplast: travelling tips

Pre-cut products — including fabric, washproof and clear plaster types — dominate the sector accounting for almost two thirds of plaster sales with Elastoplast pre-cut fabric plasters worth over £1m at rsp. The sales value of Elastoplast Clear in pharmacies grew by 22 per cent last year and that of Airstrip by nine per cent, say Smith & Nephew. With sales of over £1.25m at rsp Elastoplast 6.3cm by 1m fabric strip is claimed to be the biggest selling line in the sector.

Holidays have a significant effect on first aid dressing sales: during the period from May to August, Smith & Nephew say sales increase by around 40 per cent compared with the rest of the year.

A consumer leaflet "Travelling at home and abroad" with information on pre-holiday preparation, vaccinations and immunisations, activity holidays and travel sickness, etc. has been put together, and 10,000 of them are being offered direct to the public through parent care, sports and mainstream women's magazines during the peak holiday season.



Television travel personality Judith Chalmers has been signed up to promote Windsor Pharmaceuticals' Enterosan. This year £750,000 is being put behind the product and a new branding device — a swift — is being used to underline its quick action, say Windsor. Window display material and in-store leaflets promoting Judith Chalmers' endorsement are to be available. Enterosan sales are claimed to have grown by 42 per cent last year.

A 'snipper's' OP response

In response to Mr Thomas' letter (*C&D* May 13) regarding the cutting of calendar packs, I would like to point out that our "professionalism" is not determined by our ability to understand the rules of the Drug Tariff — which most of us manage to do without the Pharmaceutical Services Negotiating Committee's help — but our ability to apply them to individual prescriptions.

If a prescriber orders, say, 30 tablets from a calendar pack, along with non-calendar pack items for an equivalent dosage period, it is appropriate to supply the exact quantity ordered. This avoids confusing the patient and, if the prescription is a regular "repeat", is the only option which allows sensible continuation of treatment. To supply 42 tablets in the above circumstance produces unnecessary wastage which, when applied to all similar situations, leads to a tremendous financial burden on the limited funds of the NHS. I fully support OP dispensing, but prescribers and manufacturers have some way to go before this becomes a reality.

Consequently, I find that in most cases, it is best to supply the exact quantities ordered, thus avoiding upsetting the patient's treatment programme, and unnecessarily burdening the NHS. It also keeps the amount of

potentially dangerous unused medicines in the community to a minimum.

We, the "snippers", are not "money-grabbing shopkeepers", but true professionals, interpreting rather than just mindlessly applying the rules.

Colin Boucker
Wolverhampton.

Green STs

It was reassuring to read in your interesting article on sanpro development (*C&D* April 15), the sub-section devoted to the "green" debate and fluff pulp bleaching processes. Certainly, much attention is being paid to the use of chlorine gas in the bleaching of fluff pulp used in the manufacture of sanitary protection products.

I am, therefore, pleased to advise you that from the beginning of April the pulp used in the manufacture of Helen Harper regular, super and super thin towels has been made without employing chlorine gas in the bleaching process and can now, therefore, be regarded as "environment friendly". This also applies to the pharmacy-exclusive Larissa towels.

This change is in advance of much of the competition as you will recognise from the comments in your article.

J.T. Slevin
Managing director, Bambo Ltd



The Orovite 7 weekend break to Stobo Castle Helath Spa has been won by pharmacist Mrs Irene Amin of J.A. McIntyre Chemist, Battlefield Road, Glasgow. Irene participated in the Orovite 7 multivitamin mystery shopper competition last Autumn



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Early talks on counterfeits sought with Medicines Control Agency

Council is to seek an early meeting with the Medicines Control Agency to discuss the matter of counterfeit medicines.

The MCA has confirmed that there are no specific arrangements for identifying counterfeit products. Identification depends on the sampling and testing programme carried out by the medicines inspectorate, the requirements for licensed importers to check the identity of each batch of imported product, and the co-operation of the Society and its inspectors.

In a letter to the Society the MCA said that any PL (PI)s which were originally issued under dual names (eg, Septrin/Eusaprim) had now been eliminated, but a single PL(PI) could still cover more than once source of supply. The Department was consulting interested parties on a proposal to restrict each licence to a single source of supply. The operation of the PL(PI) scheme was kept under review and, following the Zantac incident, the Department was in touch with the European Commission and EC colleagues as well as the Greek authorities.

At this month's Council meeting, the Science Committee expressed concern that there was inadequate control of imported medicines. Such medicines were not checked at their point of entry and there was a need for proper sampling before their release. Because of this lack of control it was necessary to reconsider the whole subject of the quality assurance of medicines in the UK.

The Science Committee recommended an early meeting with the Medicines Control Agency to discuss the matter. Council agreed that Professor A. Beckett and Miss A. Lewis should be among the Society's representatives.

Liaison groups for NHS review Council agreed to press the NHS management board to fund a pilot project to establish a local inter-professional liaison group, in the light of the Government's NHS review.

The board's chief executive, Duncan Nichol, has told the Society the Department of Health recognised that community pharmacists had a part to play in obtaining rational usage of

medicines and it would be pleased to see the development of inter-professional liaison groups. The DoH had provided funding for a training package to familiarise community pharmacists with PACT (prescribing analysis and costs). Vocational training of professional staff, including the organisation and funding of pharmacy preregistration training, would be considered in the next few months.

Council agreed to press the Department for the earliest possible publication of the training package on how pharmacists could use PACT material in giving prescribing advice to doctors.

The Practice Committee noted that the subject of inter-professional groups had been discussed with a number of organisations, and agreed that groups should be established without delay. Professor G. Booth and Dr A. Blenkinsopp reported on work being undertaken at the Bradford pharmacy practice research unit. A steering group had been established which included LPC and LMC representatives, the professor of general practice from Leeds medical school, the regional medical officer, a Royal College of General Practitioners representative and a FPC administrator. Although funding was available for a part-time post, a full-time facilitator was needed to establish one or two liaison groups which could be used as a blueprint for the future. The FPC had applied to the DoH for funding.

Council agreed that a letter be sent to Mr Nichol welcoming his comments and stressing the importance of liaison groups being established and the need for funding for a pilot study centred on Bradford.

An advice kit has been produced by a pharmacist for regional medical officers to assist them in advising on rational prescribing and it was agreed that the office should investigate the possibility of a similar kit being prepared for pharmacists.

The Council accepted a Committee recommendation that the Society seek a meeting with the DoH to discuss preregistration experience, particularly in the hospital service,

bearing in mind future developments, including split and vocational years.

A meeting has been held with the relevant DPhOs to discuss pharmaceutical input into the six FPC projects on independent medical advice to GPs. A further meeting will be held towards the end of July.

'Overdose girl's parents concerned over ready availability of inexpensive drug which could kill with a few tablets'

Paracetamol with antidote? Council agreed that the Medicines Control Agency should be asked to consider making it a licensing requirement that paracetamol products should contain an antidote such as methionine.

The matter was considered by the Law Committee following a letter from the parents of a girl who had died as a direct result of paracetamol overdose. The letter expressed concern over the ready availability of a low-priced drug which could kill if as few as six tablets were taken at the same time, and for which the chance of survival in overdose was dramatically reduced if an antidote could not be administered in a short period. The girl's parents had learnt that 10-15 per cent of inquest deaths handled by the coroner's court were due to paracetamol poisoning. They asked for the Society's support in seeking to restrict the sale of paracetamol and mounting a public awareness campaign.

The Society has for some years been pressing for paracetamol to be reclassified as a pharmacy medicine and has already taken action such as obtaining changes to the British National Formulary recommendations. Council agreed that a copy of the girl's parents' letter be sent, with their permission, to the MCA.

Syringe disposal Council agreed to seek an urgent meeting with the DoH chief pharmaceutical officer (Dr B. Wills) to discuss the production of a suitable container

for the disposal of needles and syringes by intravenous drug misusers.

The Science Committee received a letter from the DoH pharmaceutical division in reply to correspondence on the subject of sharps disposal containers. The letter drew attention to the existence of containers complying with a specification composed for the DoH in 1982. It also referred to a prototype container produced for the Scottish Home and Health Department, which had yet to be assessed. The Department was investigating the possibility of adapting one of the smaller hospital-type containers for use, as suggested by the Society, but the concept of a container for syringes had yet to find favour.

The Committee was informed that the containers produced to the 1982 specification were intended for hospital use, and were unlikely to be suitable for use by IV drug misusers. The Committee again expressed its concern over the continuing delay in the production of a suitable container, and agreed that a meeting should be sought with Dr Wills as a matter of urgency.

PML objection Council is to object to a proposal to allow veterinary products to be granted PML status by administrative action. Under the proposal, made in a Veterinary Medicines Directorate consultation letter, PML status could be given to a product for up to one year before parliamentary approval as a new Order.

The Legislation Committee foresaw problems in relation both to the consumer and/or distributor and to the Society as enforcement authority. In the past, Ministries had been reluctant to disclose details of product licence conditions on the basis of confidentiality, but the Committee considered it essential for law enforcement purposes, and for the consumer, that such information be readily available.

It was agreed that the Society should object to the proposal unless there was also a provision to inform, as soon as possible, the enforcement authority and the consumer as to the legal status of such products.

The European Commission has

continued on p888

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EC decision on who sells vet medicines

continued from p886

decided not to include in Directives relating to veterinary medicinal products any rules as to which professions should be permitted to distribute such medicines. Nevertheless, in the interests of public health, it considers distribution of such products should take place only through official authorised channels in each member state of the European Community.

All member states would be required to ensure that the retail supply of veterinary medicines was conducted only by persons expressly authorised to do so and such retailers, who included veterinarians, pharmacists and others, would be required to maintain detailed records of transactions. At least once a year a detailed audit would have to be carried out and incoming and outgoing supplies reconciled with stock currently held and discrepancies recorded. The records would have to be made available for inspection.

Record keeping would not be required for products sold in small transactions for the treatment of companion animals, such as cats and dogs. Horses and ponies were not classed as companion animals, and sales of horse wormers would have to be recorded and the stock reconciled.

A central registration authority would be introduced. No medicinal product would be allowed to be sold or administered unless an authorisation existed, though there would be certain exemptions for medicines prepared extemporaneously by a veterinarian or in a pharmacy in accordance with a veterinarian's prescription.

Veterinarians would be able to administer to animals veterinary medicines authorised for use in other animal species or in man, provided that there was no alternative authorised therapy and that strict recording procedures were complied with.

There would also be controls

on tolerances for residues of veterinary medicinal products.

Good clinical practice for trials Council agreed to make a number of comments on draft European Community guidelines on good clinical practice for trials on medicinal products.

Among the comments would be that the role of the ethical committee in regard to clinical trial protocols should be strengthened, and that pharmaceutical advice should be available to any ethical committee with no pharmacist member. Other comments would include the observation that trial material should be delivered to the pharmacy and signed for by the pharmacist, who should be responsible for the storage, dispensing and documentation.

Legible expiry dates The Association of the British Pharmaceutical Industry is to take steps to encourage the use of more clearly legible expiry dates and is still considering the labelling of eye-drop containers.

New initiatives Council approved a document highlighting areas in which pharmacists could contribute to new initiatives in family practitioner services.

The document suggests items that could be included in the strategic plans FPCs have been asked to produce. It describes ways in which community pharmacists could contribute to improved services in the areas of health education, drug misuse, cost-effective prescribing, safe disposal of medicines, urgent communication requests, computerisation, pharmaceutical services to nursing homes and other residential establishments, pharmaceutical services to housebound patients, and assistance for long-term patients on their return to the community. The document will be sent to the PSNC bearing in mind that committee's responsibility for local pharmaceutical committees, some members of which might be involved in the compilation of FPC strategic plans.

Careers material Council agreed, in

principle, to a number of measures to improve the Society's careers material. These included consolidation of the "Pharmacy" and "Pharmacy as a career" titles into one publication providing both basic and more detailed information, producing a quarterly bulletin for branch careers officers and revising the Society's careers video.

Education funding Council agreed to write to the Department of Education and Science regarding the Department's consultation paper, "Shifting the balance of public funding of higher education to fees". The Education Committee was concerned at the possible divisive nature of individual institutions responding to student demand. Regarding a proposal for differentiated fees, the Committee agreed that pharmacy should be allocated to the same fee band as preclinical dentistry and medicine.

The Council also approved a response to the Polytechnics and Colleges Funding Council's consultative document on funding choices, pointing out that an emphasis on student demand without reference to professional bodies could be problematic. The response also mentions the view, expressed at the Education Committee meeting, that professional courses such as pharmacy had special needs which any new method of funding should consider.

Non-pharmacists and practice research Council agreed that non-pharmacists should be permitted to present pharmacy practice research papers and posters at the BP Conference.

The matter was considered by the Organisation Committee following an inquiry as to whether a non-pharmacist research student who was engaged on a project in community pharmacy (co-supervised by pharmacists) might be eligible to present a paper. The Committee noted that the original objective of the Conference session had been to encourage pharmacists to undertake research into pharmacy practice, but that there was also a longer term objective of promoting practice research irrespective of the discipline involved.

CSPs activities Council approved a document on the relationship

between community pharmacists and community services pharmacists (CSPs). The document, produced after consultation with the Community Services Pharmacists Group, the PSNC and the Pharmaceutical General Council (Scotland), describes the activities CSPs might undertake on behalf of pharmaceutical officers and the areas in which liaison with community pharmacists would be necessary.

Council agreed to send copies to regional and district pharmaceutical officers, the Pharmaceutical Services Negotiating Committee, the National Association of Health Authorities and to the Department of Health (for information).

Script collection schemes Council approved a revision of the Society's document on the organisation of prescription collection and delivery schemes. It was agreed to supply copies to branch secretaries and to the PSNC, commending circulation to local pharmaceutical committee secretaries.

The document would also be published in the next edition of "Medicines and ethics: A guide for pharmacists".

Teachers' dispute Following the industrial action being held by the Association of University Teachers, the Council noted that final year examinations would be held at all schools of pharmacy, but the position regarding marking of examination papers had yet to be confirmed.

JFC appointment Mr J.P. Kerr's term of office on the Joint Formulary Committee was due to expire shortly, and he did not wish to be considered for re-appointment. He had served on the JFC for about 25 years and the Council recorded its thanks. Dr A. Blenkinsopp was appointed to succeed him.

Resignation The Council received with regret the resignation of Mrs Barbara J. Stewart from her position as head of the education division. She will be leaving on June 30.

Statutory Committee member Council agreed that Mr G.B. Kirkwood be re-appointed a member of the Statutory Committee for a further five years from the expiry of his present term in July.

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BUSINESS NEWS

'Green' battery row continues

The "greener than thou" row between battery manufacturers over marketing claims they should or should not make continued unabated this week.

Last week Vidor issued a statement claiming that retailers who stock batteries which are said to be harmless to the environment are being "duped by marketing hype".

Varta have issued a response, with managing director John Dickinson "congratulating" Vidor for "finally making their commitment to environmental protection".

"Sadly", he told *C&D*, "the tone of their Press release is only to be expected from any company that is last past the post".

Mr Dickinson added: "We at Varta have always been careful to stress that our batteries are 'environment-friendlier' in the case of the mercury and cadmium free zinc chloride range and 'mercury reduced' in the case of alkalines."

This stress is always placed in marketing because, he said, "I do not think any reasonable person could claim that the 'green' batteries now on the market are totally environment-friendly".

Record NCC script sales

A record four million prescriptions were dispensed by National Co-operative Chemists Ltd last year.

Results to the end of January, released this week, show 1988 dispensing sales running 14.4 per cent up on 1987. OTC turnover is up by 10 per cent.

Total NCC sales are up 12 per cent to £41m. Profits of £1.25m are 26pc up — though the NCC's accounting system shows the item as a "trading surplus".

Unichem share scheme out

The Unichem scheme for allotting shares in capital prior to possible Stock Market flotation in mid-1990 has been found by the Monopolies and Mergers Commission to be anti-competitive and against the public interest.

Corporate Affairs Minister Frances Maude made the announcement on Wednesday as *C&D* was closing for press, and said the share scheme was to be brought to an end on Thursday, May 18. He said: "The MMC report is published today. I welcome and accept it."

"Unichem had decided to allocate a large number of shares at £1 per share nominal value (refundable if members left) to new and existing members of the Society on the basis of the levels of business placed up to May 1990," said Mr Maude.

"The value of the shares on flotation is likely to be well in excess of the nominal value. Partly as a result of this prospect of considerable capital gain, Unichem has attracted both new members and additional business from existing members, and increased its market share. [The MMC noted Unichem's market share had gone up from 30pc in 1987 to 35pc in 1988.]

Said Mr Maude: "The Commission found that the

arrangements enabled Unichem to increase its market share by means other than price reduction or improved quality of service, and that competitors were not likely to be able to compete using similar arrangements, or, having regard to the low margins prevailing in the industry, through price reductions or other forms of discount. The Commission concluded that if the arrangements were allowed to remain in place, they would lead to reduced competition in the supply of goods to retail pharmacies, reduced choice of wholesalers, and reduced quality of service.

"The Commission also concluded that measures should be taken to prevent further damage to the wholesale pharmaceutical market, and recommended that any shares to be issued by Unichem in future should not be related to purchases from Unichem made after publication of the report. Nor should Unichem change the minimum level of turnover required for membership, or the number of shares to which new members must subscribe.

"Unichem must also hold its minimum purchase qualification for continued membership to £3,000 per month and its initial share subscription qualification to 200 per premises, up to a

maximum of 1,000," Mr Maude concluded.

In a minority view Mr R. Young dissented from the main MMC finding.

Unichem chief executive Peter Dodd said he was "surprised" and "disappointed" by the result, but it was "by no means a disaster".

As for the future, Mr Dodd seems to see MMC report as only a minor setback. Unichem will be approaching members shortly with "some exciting new ideas". He said: "Our plans for the members to decide whether they wish to float the company go ahead."

Bill Revell, managing director, AAH Pharmaceuticals, said he was delighted by the result. "However, it is a matter of concern that Unichem have been able to use their scheme for more than 16 months, thus gaining a competitive advantage by means now ruled illegal. This long delay highlights a serious weakness in the UK competition law.

However, Mr Revell told *C&D* that the MMC decision was of "considerable assistance" to the prospects for a damages action which AAH and others intend to bring against Unichem in the European Court where the law against anticompetitive practices is "more robust".

Top retailer blasts pessimists

Retailers from all market sectors were urged to "get off their backsides, put down their newspapers and get on with making the best of business", in a speech opening the largest trade show ever held in the UK.

Gerald Ratner, chairman of the jewellery chain which has been one of the retailing success stories of the decade, launched the combined Shopex and Design International exhibition with a

Mr Ratner said: "The Chancellor doesn't run your business — you do — and I never think it's acceptable to write in a company report any one of the excuses, like high interest rates, that are commonly used. If you believe all the gloom in the media you'd never get out of bed."

He urged retailers to go outside their shop and find some way of drawing attention to it in an original and inexpensive way.

Boots to sell contact lens manufacturer

Boots, who acquired 86 retail optical practices when buying Clement Clarke Holdings plc in 1986, announced this week that they are to sell the three subsidiaries that formed the industrial division of the original Clement Clarke group.

Boots say the businesses no longer meet their strategic criteria.

Handsworth pharmacy in receivership

Malchem Ltd's pharmacy in Handsworth, Birmingham has been put in the hands of the receivers and is up for sale.

C&D has learnt that the business got into trouble because of high overheads, including bank interest charges.

Sales for 11 months to February 28 total about £605,000 with a gross profit of about £168,500. In 1988 the number of NHS prescriptions totalled 94,252, averaging 7,850 a month.

The double-fronted shop in Rookery Road, Handsworth, is being sold as a going concern by London agents Edward Symmons & Partners.

Wellcome rumour

Wellcome were reported this week to be considering setting up a new OTC division.

The company wants to expand its OTC medication sales and, according to the *Financial Times*, will next month examine the feasibility of producing OTC versions of Zovirax, for example.

The new division would be aimed at Europe and is rumoured to be the child of deputy chief executive John Robb, who is almost certain to succeed chief executive Sir Alfred Shepperd on his retirement next year.

Lederle reorganise

Lederle Laboratories are dividing their UK business into two separate units, the company said this week.

Lederle's new divisions will focus on first, musculoskeletal, cardiovascular and antibiotic products, and second, anti-cancer, anti-infective, and central nervous system products.

A company spokesman said: "The change has been evolutionary, similar to the one eight years ago when we set up a separate sales force for injectable antibiotics. We think the time has come when a centralised management cannot cope with the level of dedication required."



Last week's floating trade fair to France, organised by Numark wholesaler Herbert Ferryman gave the 500 visitors the chance to take advantage of special offers from 54 exhibitors, and to meet Henry Cooper. Pictured at the Numark stand are (left to right) Trevor Dixon, Numark md; Malcolm Guthrie, regional manager; Henry Cooper, Numark general manager Tim Dunn and AHH director Bill Revell.

New Link software

AAH Pharmaceuticals' Link Computer Systems have launched new programs — Link Scripts — which will be free to Link 2+ and Link 3 hard disk users and "marks a breakthrough in pharmacy computer software," according to marketing director Alan Turner.

He says: "The enhanced patient records facility is a key feature of the new software, and it will equip our customers to answer the Government's recommendations of patient records retention. Indeed, the new software is well in advance of the minimum patient records requirements laid down by the Royal Pharmaceutical Society."

A further advantage, he said, is the introduction of user-defined Patient Markets (ie conditions such as 'elderly', 'confused',

'diabetic', 'asthmatic', etc can be 'flagged' on the new software).

The new software includes the entire AAH Pharmaceuticals main frame product range — more than 20,000 items — and Link users can establish their own in-pharmacy core inventory.

Product records have been enlarged and Link Systems have improved the facility for amending and deleting items from an order prior to transmission.

A drug interaction advisory program is still under test and is likely to be launched later in the year, say AAH.

The conversion programme for the new software is to be phased in over the next few months. The company says training will be provided free for pharmacists and their staff.

Hoechst look for UK talent

Hoechst are to introduce a unique new scheme which will allow five British school leavers places on their commercial training scheme in West Germany.

The company says the move is part of its preparations for 1992 and wants people about to sit their

A levels — one of which must be German. If successful, the scheme will be expanded. The company announced first quarter results last week. Turnover is 12 per cent up on the same period last year and pre-tax profits up 9 per cent on 1988.

Beecham buy in Germany

Beecham's strategy of expanding their worldwide health care business took a step forward last week, with the acquisition of two OTC medicines for the German market.

Ravalgen, a garlic capsule said to improve blood circulation, and Protecton, a selenium and vitamin

E capsule said to build up the body's resistance to infection, are the ninth and third brands in their respective markets.

Both products will be marketed through the sales force based near Stuttgart where Beecham have an OTC medicines factory.

NCT attacks Government 'arrogance'

New National Chamber of Trade president Ron Lang has accused the Government of "political arrogance" in its treatment of retailers over the issue of rating reform.

Making his inaugural address in Hull last week, Mr Lang said: "Telling the retail industry it has never had it so good because of postponed rating revaluations over the last 16 years is political arrogance. It belies the years of solid investment in creating our High Streets."

COMING EVENTS

CPP study day

The College of Pharmacy Practice is holding a joint study day with the Psychiatric Pharmacy Group on issues relating to the teaching and practice of psychiatric pharmacy. It is being held at the Prestwich Hospital, Manchester on July 2.

David Branford, unit pharmacist, mental health services, Leicester is the chairman. There will be lectures, a video presentation, workshops, a report of the WHO working group on the role of schools of pharmacy in the rational use of psychoactive drugs, and discussions on topics such as the hazards of anti-depressants.

The fee for the day is £15 for members of both groups, and £20 for non-members. Details from Alison Oliver on 01-735 0418.

Tuesday, May 23

Society of Cosmetic Scientists. Ruebens Hotel, 39 Buckingham Palace Road, London SW1 at 6pm. Open annual meeting.

Wednesday, May 24

West Metropolitan Branch, RPSGB. Institute Lecture theatre, Brompton Hospital, Fulham Road, SW3 at 6.45pm. Joint meeting with West London Branch of NPA. Annual meeting, followed by "Dental remedies — an historic account" by Dr W.E. Court.

Advance information

British Association of Pharmaceutical Physicians. "The pharmaceutical industry — a changing environment", annual symposium and AGM on June 28-29 at the Royal Society of Medicine. Registration 9.30am, fee £60 for members, £70 for non-members. Contact Elizabeth Richardson, administrator, BrAPP on 01-491 8610.

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For England send to: Radcliffe Medical Press Ltd., 15 Kings Meadow,
Ferry Hinksey Road, Oxford, OX2 0DP.

For Wales send to: Dr. D.J Temple, Director of Postgraduate
Pharmaceutical Studies, Welsh School of Pharmacy, UWCC,
PO Box 13, CARDIFF CF1 3XF.

ABOUT PEOPLE

Millar new PGC chairman

Edinburgh pharmacist Graeme Millar is the new chairman of the Pharmaceutical General Council. His election was confirmed at the first meeting of the new PGC on May 10.

Mr Millar has been acting chairman since the resignation of Ian Mullen at the beginning of the year. At 34 years of age he is the youngest ever PGC chairman.

The new vice-chairman is Robert Wood, Scottish area manager for Boots large stores and the company chemists

representative on the 15-man Standing Committee. Mr Wood is to head a special committee which will examine communications between officials, the Standing Committee, the full PGC, and contractors.

Mrs Elizabeth Roddick a contractor in South Glasgow for nine years, made history by being the first women elected to the Standing Committee.

The full membership of the Standing Committee is:
I.M.W. Caldwell Greater Glasgow
D.W.M. Davidson Tayside
P.J. Gilbride Greater Glasgow
W.S. McConnell Ayrshire and Arran
D.C. Mair Argyll and Clyde
J.G. Milligan Dumfries and Galloway
J.B. Morrison Lanarkshire
Mrs E. Roddick Greater Glasgow
G.L.M. Romanes Borders
R.A. Shiels Highland
A.J. Taylor Argyll and Clyde
B. Eggleston Fife
R.A. Wood Company Chemists
G.B. Kirkwood Co-operative Societies
G.S. Millar Lothian (chairman)



Graeme Millar

Rally/race for chemists

European Challenge of Chemists a car rally and race from Strasbourg to Madrid and Lisbon has been organised by Media Sante from September 16 to September 23.

The event is open to all pharmacists and is suitable for cars without any special equipment. Numerous social events are planned enroute. There will be two races in Renault 5 GT Turbos provided by the organisers. Rally and race price Fr16,000 per driver. Details from Mrs Walsh, 414 Uppingham Road, Leicester, LE5 2DP.

APPOINTMENTS

All change at Rhone

Two of Rhone-Poulenc's senior directors are leaving, the company announced last week.

UK pharmaceutical director Gordon Proctor is going to the Sterling Winthrop Group as managing director. And the general manager of Rhone's UK Health Care Division, Herve Guerin, is leaving for L'Oreal. He is to be the general manager of their pharmaceutical operation.

A Rhone spokesman told C&D that the headhunts merely demonstrate the "quality and effectiveness" of the company's staff.

Mr Proctor has been replaced by Frenchman Gilles Brisson, a 37 year old non-pharmacist who had been responsible for Rhone's global pharmaceutical operation.

Agfa have appointed Dr Klaus Gerlach as chairman of Agfa-Gevaert (UK) Ltd. He is also presiding chairman of Agfa-Gevaert Group. Adrian Day has been appointed as finance and administration director for the group.

DEATHS

Woolley: William Edward Woolley died May 11 at the age of 88. Having registered in 1925, he went on to become Chairman of Cupal Ltd and was awarded a CBE in 1973 for services to healthcare. He was a Justice of the Peace and chairman of Blackburn magistrates.

Mr Woolley was an active member of the Methodist Church and as a member of the Liberal Party was connected with the Reform Club. He was elected MP for Spen Valley in 1940 and Parliamentary Private Secretary to the MoH, Ernest Brown.

Following defeat at the polls in 1945 Mr Woolley became a member of the Blackburn and District Hospital Management Committee and was president of the town's Chamber of Commerce for a time.

The first phase of modernisation at the Queen's Park Hospital, Blackburn was named after Mr Woolley in recognition of his services. His son W. Ian Woolley, joint managing director of Cupal, says, "By any reckoning my father led an extremely active life with many distinguished achievements".

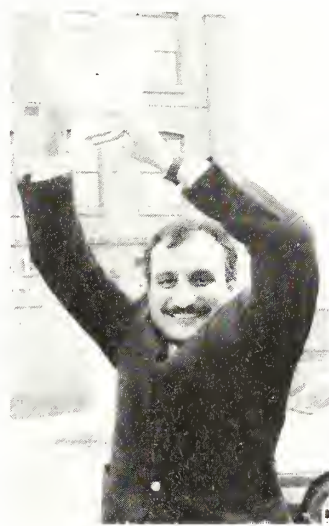
Top businessman award

Pharmacist Nitin Sodha has been named Young Business Person of the Year by Worcester and Hereford Chamber of Commerce, for his pharmacy and property business now said to be worth more than £1.5m.

Six years ago Mr Sodha first set up business in a portable cabin with the aid of a £40 per week Enterprise Allowance and just £3,000. This pharmacy, in Redditch, is now part of a shopping precinct which he built on the original cabin site and has a projected turnover of £700,000 this year. Mr Sodha now has four pharmacies with three more planned, as well as a building business.

The secret of his success is careful research of potential customers requirements. "Shopping is a matter of convenience — it does not matter what name is over the door. There must be car parking and other shops nearby to support one another. The position of doctors surgeries is not so important as it is made out to be. You have to develop business tactics."

Mr Sodha is a firm believer of staff training and profit related pay: "Businesses are only as good as the people that work in them."



Nitin Sodha holds his trophy aloft following a presentation by Worcester's Euro-MP, Sir James Scott-Hopkins for the county's Young Business Person of the Year

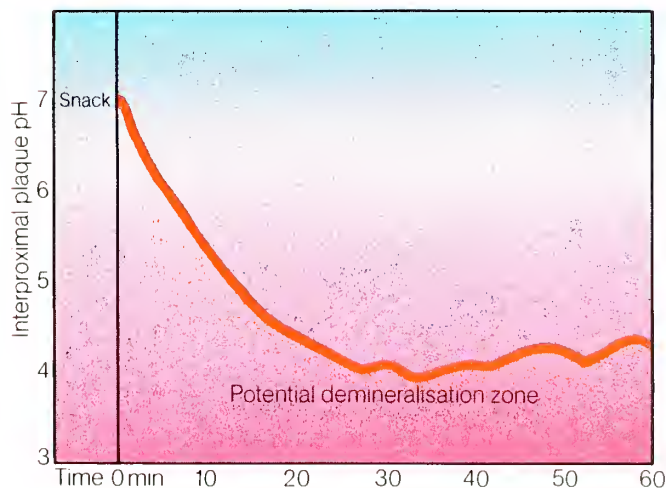
Neutralise plaque acid in just 10 minutes



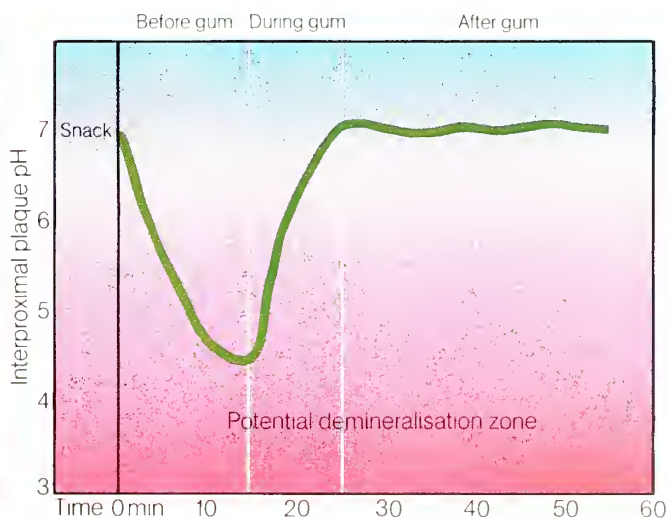
Speed is of the essence when teeth are under attack from snacks containing acidogenic carbohydrates. Plaque pH testing with various foods^{1,2} has shown that this potentially cariogenic pH level can be maintained in the plaque for an hour or more before the normal salivary response can restore plaque pH to testing levels.

to resting levels within the 10 minute chew period.⁴

This dramatic reduction in the period teeth are at risk from acid attack shows why chewing Orbit should be considered a valuable adjunct in maintaining good dental health.



pH response to typical snack challenge without chewing gum²



pH response to typical snack challenge with chewing gum⁴

Chewing gum increases saliva flow by at least 3 times compared to resting values.³ Recent dental research on Orbit sugar free chewing gum⁴ demonstrates that chewing for 10 minutes, after a snack, restores plaque pH



Zestril

lisinopril ICI

Prescribing Notes.

Consult data sheet before prescribing.

USE:

Hypertension when standard therapy is ineffective or inappropriate. Congestive heart failure (adjunctive therapy).

PRESENTATION:

Tablets containing 2.5mg, 5mg, 10mg or 20mg lisinopril ('Zestril').

DOSAGE AND

ADMINISTRATION:

Hypertension—initially 2.5mg daily, a 2.5mg dose seldom achieves a therapeutic response; adjust dose according to response. Maintenance usually 10-20mg once daily. Maximum is 40mg daily.

Diuretic-treated patients—if possible stop diuretic 2-3 days before starting 'Zestril'. Resume diuretic later if desired.

Congestive heart failure (adjunctive therapy)—initially 2.5mg daily in hospital under close medical supervision, increasing to 5-20mg once daily according to response.

Impaired renal function—may require a lower maintenance dose. 'Zestril' is dialysable.

Elderly patients—no change from standard recommendations.

CONTRAINDICATIONS:

Pregnancy—stop therapy if suspected. Hypersensitivity to 'Zestril'. Patients reacting with angioneurotic oedema to previous ACE inhibitor treatment.

PRECAUTIONS:

Assessment of renal function is recommended.

Renal insufficiency; renovascular hypertension; surgery/anaesthesia; possibility of hypotension especially in ischaemic heart disease and cerebrovascular disease.

Combination with antihypertensives may increase hypotensive effect. Sometimes increased blood urea and creatinine and/or cases of renal insufficiency if given with diuretics. Minimises thiazide-induced hypokalaemia and hyperuricaemia. Potassium supplements, potassium-sparing diuretics and potassium-containing salt substitutes not recommended. Indomethacin may reduce hypotensive effect. Possible reduced response in Afro-Caribbean patients. Use with caution in breastfeeding mothers. Do not use in aortic stenosis or outflow tract obstruction or cor pulmonale. Monitor lithium serum levels if lithium salts administered.

SIDE EFFECTS:

Dizziness, headache, diarrhoea, fatigue, cough and nausea. Less frequently, rash and asthenia. Rarely, angioneurotic oedema and other hypersensitivity reactions; renal failure; symptomatic hypotension (especially if volume-depleted); severe hypotension (more likely if severe heart failure); palpitation; hyperkalaemia; increases in liver enzymes and serum bilirubin (usually reversible on discontinuation of 'Zestril') and impotence.

PRODUCT LICENCE NUMBERS AND BASIC

NHS COST:

'Zestril' 2.5mg (29/0208) 28 tablets, £7.84, 5mg (29/0204) 28 tablets, £9.83, 10mg (29/0205) 28 tablets, £12.13, 20mg (29/0206) 28 tablets, £20.96. 'Zestril' is a trademark.



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'Zestril' is an effective ACE inhibitor from ICI. It is given once daily, which encourages good patient compliance. The starting dose in hypertension is 2.5mg once daily, and the usual maintenance dose is 10-20mg once daily.

'Zestril' has been shown to be a well tolerated antihypertensive therapy, allowing patients to enjoy their zest for life.

'Zestril' is also an effective once daily treatment for congestive heart failure.

'Zestril' is available as 2.5, 5, 10 and 20mg tablets, presented in tubs of 60 tablets and in calendar packs containing 2 strips of 14 tablets.



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Zestril

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